



CITY OF WHITEWATER PLAN AND ARCHITECTURAL REVIEW  
COMMISSION

Agenda

September 11, 2017

City of Whitewater Municipal Building

Community Room

312 W. Whitewater St., Whitewater, Wisconsin

6:30 p.m.

1.	Call to order and Roll Call.
2.	<b><u>Hearing of Citizen Comments.</u></b> No formal Plan Commission Action will be taken during this meeting, although issues raised may become a part of a future agenda. 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 Plan Commission discusses that particular item.
3.	Review and approve the Plan Commission minutes of July 10, 2017 and August 14, 2017.
4.	Review City Planner Report for Tax Parcel /WUP 00325.
5.	Hold a public hearing for the Plan Commission of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, to consider a request for a Change in the District Zoning Map for an amendment to the zoning of the property located at 713 W. High Street to impose R-2A Residential Overlay District Zoning Classification under Chapter 19.19 on the property for 254 Prairie LLC. (Marcus Tincher).
6.	Hold a public hearing for consideration of a conditional use permit, in an R-2A Residential Overlay Zoning District, to allow for 5 unrelated persons to live in the house located at 713 W. High Street for 254 Prairie LLC. (Marcus Tincher).
7.	Hold a public hearing for consideration of a conditional use permit to allow for the sale of vehicles at the auto repair shop located at 265 S. Wisconsin Street (Five Star Auto Repair) for Daryl Lopez and Jack Meck.
8.	Hold a public hearing for consideration of a conditional use permit to allow for the conversion of a single family home into a duplex at 329 S. Scott Street for Land and Water Investments LLC. (Matt Kuehl).
9.	Hold a public hearing for consideration of a conditional use permit per Section 19.27.030(N) to allow more than one principal structure on a lot for a proposed development to be located at 1260 W. Main Street, Tax Parcel /WM 00001 and /WM 00002 for WWHP LLC. (Troy Hoekstra, Managing Partner).
10.	Information Items:

	<ul style="list-style-type: none"> <li>a. The September 19, 2017 Common Council meeting will be held at U.W.- Whitewater.</li> <li>b. Possible future agenda items.</li> <li>c. Next regular Plan Commission Meeting –October 9, 2017</li> </ul>
11.	Adjournment.

Anyone requiring special arrangements is asked to call the Zoning and Planning Office 24 hours prior to the meeting. Those wishing to weigh in on any of the above-mentioned agenda items but unable to attend the meeting are asked to send their comments to c/o Neighborhood Services Director, 312 W. Whitewater Street, Whitewater, WI, 53190 or [jwegner@whitewater-wi.gov](mailto:jwegner@whitewater-wi.gov).  
The City of Whitewater website is: whitewater-wi.gov

***It is possible that members of, and possibly a quorum of members of, other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information over which they may have decision-making responsibility; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.***

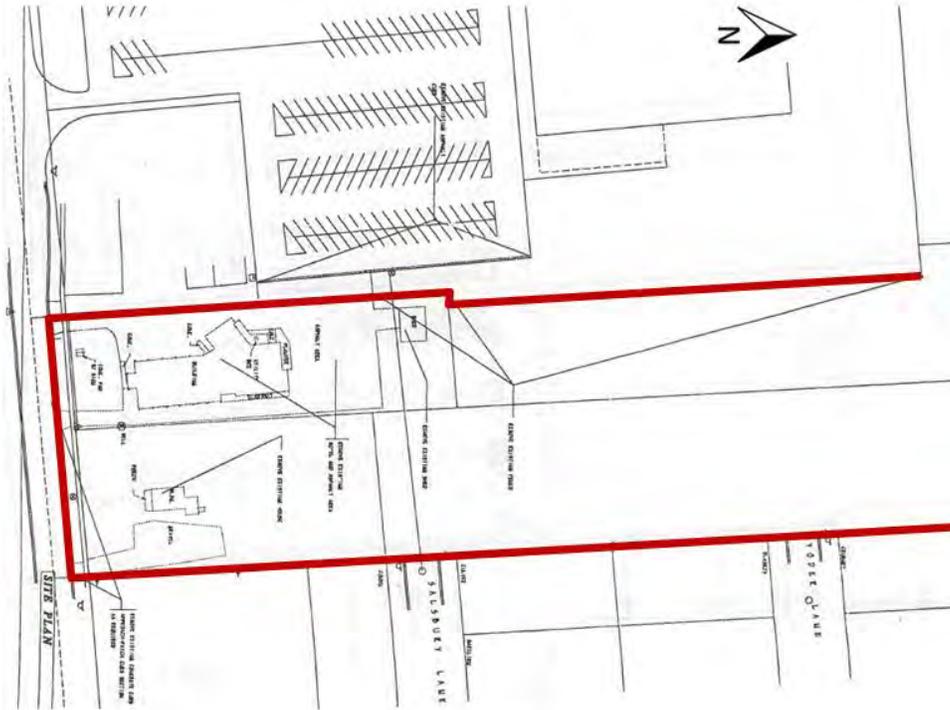
**M E M O R A N D U M**

To: City of Whitewater Plan and Architectural Review Commission  
 From: Christine Munz-Pritchard, City Planner  
 Date: September 11<sup>th</sup> 2017  
 Re: **Item # 9** Proposed Conditional Use Permit per Section 19.27.030 (N) more than one principal structure on a lot at 1260 W Main Street, Parcel # /WM 00001# and /WM 00002.

<b>Summary of Request</b>		
<b>Requested Approvals:</b>	More than one principal structure on a lot.	
<b>Location:</b>	1260 W Main Street, Parcel # /WM 00001 and /WM 00002	
<b>Current Land Use:</b>	Previous grocery store (Sentry).	
<b>Proposed Land Use:</b>	The proposal is for the renovation of the former grocery store building (Sentry) and proposing a 70-room hotel by adding a second principal structure on the lot.	
<b>Current Zoning:</b>	<i>B-1</i> Community Business	
<b>Surrounding <i>Zoning</i> and Current Land Uses:</b>		
<b>Northwest:</b>	<i>R-3</i> Multi-Family Residence District	<b>Northeast:</b>
<i>B-1</i> Community Business		<i>R-3</i> Multi-Family Residence District
<i>B-1</i> Community Business	Subject Property	
<b>Southwest:</b>	<i>PD</i> Planned Development	<b>Southeast:</b>
<i>PD</i> Planned Development		<i>PD</i> Planned Development

## History

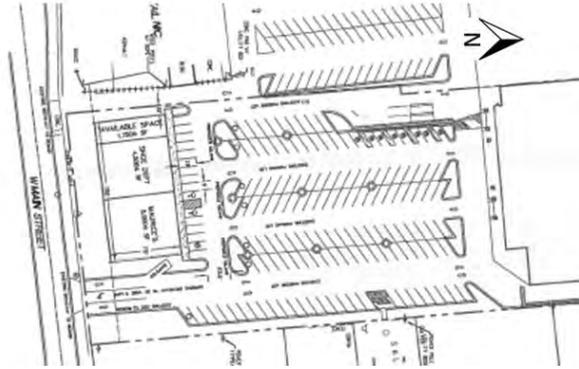
The summer of 1996 there are a number of conditional use permits and reviews that take place as a direct result of the construction of the current building. Prior to this it appears to be a residential (R-3 multifamily residential) and a motel located on this site (site outline in Red below) adjacent to the Wal-Mart store.



The conditional use permits and reviews from 1996 consisted of the following:

- A public hearing and recommendation to city council in consideration of an amendment to zoning from R-3 (Multifamily Residential District) to B-1 (General Business District) for the vacant land behind 1260 and 1262 W Main Street for a Sentry Supersavers Project.
- A condition use is issued for the supersaver store with commercial bank branch bank located in larger structure; with drive-through bank facilities as a separate structure which at the time the planner considered a second principal structure. The bank is still located in the building and can be found on the Walworth County GIS tax records.
- A conditional use permit public hearing took place for an attended good will donation center building in the parking lot of Sentry. Additionally there is a sign variance.

In 2009 the proposed retail shop located in the front half of the lot is discussed however never is pursued (see below).



The Sentry Foods closed in December of 2015. Walworth county parcel information documents show: tax parcel # /WM 00001 is sold from Daniels Investment LLC to the Warhawk Real Estate Foundation LLC in August of 2016 and tax parcel # WM 00002 a transfer from Fleming Companies INC. to Commercial Bank WW in August of 1997.

**Description of the Proposal:**

1260 W. Main Street is currently located in the B-1 Community Business Zoning District. The proposed project requires a Conditional Use Permit (CUP) per 19.27.030(N) for more than one principal structure on a lot. The proposal is for the renovation of the former grocery store building (Sentry Building) and proposing a 70-room hotel adding a second principal structure on the lot.

Minimum lot area in the B-1 District is seven thousand (7,000) square feet for lots existing at the time of adoption of the ordinance codified in this chapter, and fifteen thousand (15,000) square feet for all other lots. According to Walworth County GIS this is 7.1521 acres. Each development will need a minimum of 15,000 square feet or .35 acres.

Minimum yard requirements for the principal building are as follows: Front and street side, fifteen feet (but may be greater if needed to meet fire safety requirements); Interior side, ten feet; Rear, twenty feet; Any yard abutting a residential district or residential use, thirty feet. Below in red is an outline of the building envelope per minimum yard requirements.



Minimum lot width in the B-1 (frontage) is fifty (50) feet. The lot is roughly 248.00 feet in width. The city discourages any developments with flag lots. "Flag lot" means a lot with its widest point set back from the road, and having a thin, long strip ("flagpole") of land connected to the road to

provide legal access and frontage. Flag lots mainly impact fire trucks. The fire department will need to sign off on any semblance of a flag lot.

Maximum building height is three stories within one hundred feet of a residential use or a property zoned as a residential district. The maximum building height is also subject to fire safety limitations. The proposed building is 3 stories high at a height of roughly 145 feet.

Hotels/Motels require 1 stall for each guest room plus 1 stall for each 2 employees working per shift. I have estimated 70 rooms for this hotel. This would most likely require up to 12 employees per work shift if you account for desk clerk, manager and maintenance. Based on this information, the hotel would require an estimated minimum of 76 parking stalls.

The previous Sentry building would fall under retail and service commercial spaces which would require 1 stall for each 250 square feet of primary floor area. Currently there are 203 regular stalls and 5 handicap stalls, totaling 208 stalls. This ratio is roughly 1 stall per every 244 feet. In determining required parking area ratios, the floor measurement shall be taken to include only service, sales and office space, and shall not include warehouse, utility and other accessory space which do not generate parking demand. Without plans, I will be basing the parking requirements on the 1 parking space for every 250 sq ft. The proposed Sentry area is 50,600 sq ft. This puts the proposed property requirements for the former Sentry building at 203 parking stalls. A more conservative number may be the requirements for financial institutions; business, governmental and professional offices which are 1 parking space for every 300 sq ft of primary floor area which means there are 169 required parking stalls.

The total estimated minimum parking requirements for this project is between 245 to 279 stalls. This number could fluctuate greatly depending on the actual size of building, number of employees and even requirements by the businesses to occupy the space. Additionally, factors to keep in mind are there is no on street parking in the area.

### **SUGGESTED FINDING TO BE MADE BY THE PLAN COMMISSION**

1. Rick Lien the Water superintendant indicated, the city has a 12-inch water main that runs across the site from Salisbury Lane to Wal-Mart and beyond. Depending on the final location of the building relative to the water main, relocation may be required. Additional fire protection will also be required. Looping opportunities should also be considered.



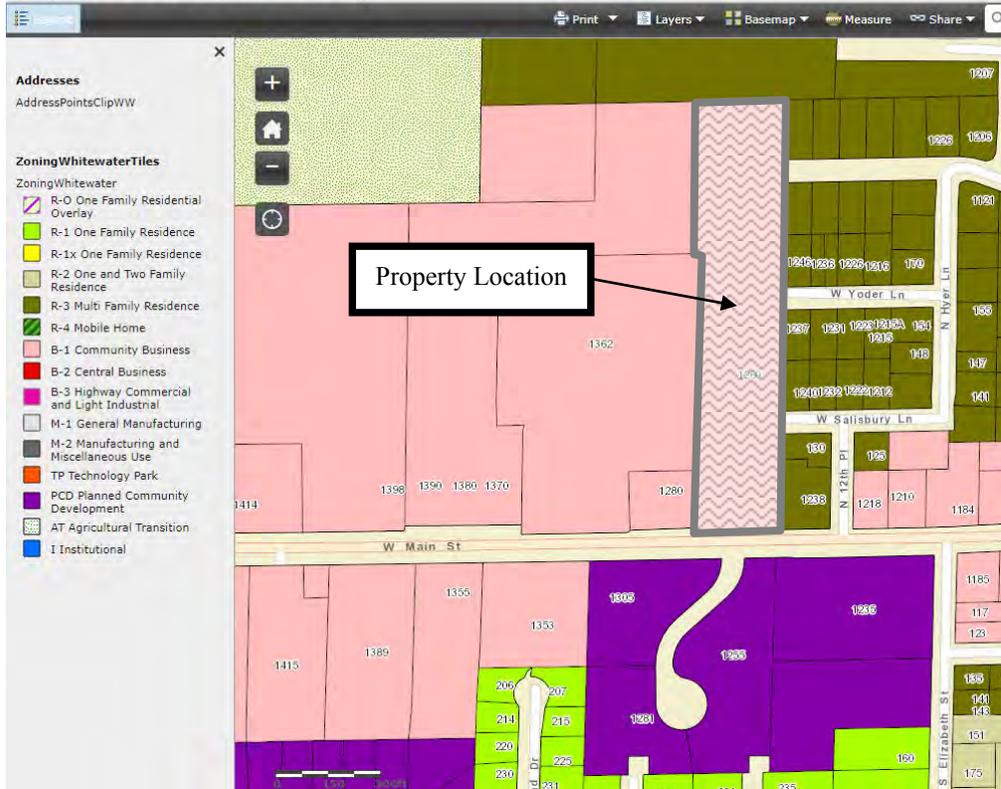
2. It is unclear where the proposed hotel will connect to the existing sewer system. Regardless, it will be tributary to the Fraternity Lane pumping station and the Starin Road sewer. Capacity should be evaluated.
3. It was mentioned that additional parking may be provided on property north of the existing (former) Sentry store to meet future needs. There may be wetlands in this area that may limit what can be done here.
4. It appears the existing sidewalk between the Sentry parking lot and the Wal-Mart parking lot will remain. If relocation of the westernmost driveway connection to Main Street impacts this sidewalk, the sidewalk should be relocated so it can stay in service.
5. Access control shall follow 19.52, and 19.52.070 off-street parking (minimum throat length, figure 10-104b see attached below). This regulation may be modified by approval of the City Engineer, per this Conditional Use Permit.
6. Providing/improving pedestrian access to the property should be considered. For example, to connect the south and north parking lots, sidewalk along the east and/or west sides of the existing building could be considered. Sidewalk could also be extended on the north side of Salisbury Lane to the hotel site (only the west two lots on Salisbury Lane do not have sidewalk).



7. There may need to be a road traffic analysis to determine the impact of the development. Now may be the time to consider additional vehicular connections to the existing dead end streets of Yoder Lane, Florence Street, Salisbury Lane and Carriage Dr.
8. A liquor license may be required at the hotel.
9. Stormwater management facilities will be required to meet state and local requirements.
10. A Knox box will be placed on the building and approved by the fire department. Per past fire department requirements 360 degree access is needed for fire trucks. The fire lane must be built to hold the fire trucks and must have a snow removal plan for the fire truck area.
11. Urban Forestry Committee (UFC) will review and approve the landscaping plans.
12. Easements for any changes to the utilities on the lot need to be established and recorded (including but not limited to the moving of the water line).
13. The building and parking lot shall follow all requirements for outdoor lighting located in 19.57.150.
14. Landscaping or fencing shall be provided and installed for parking area located adjacent to residential.
15. All signing will meet the requirements per Sign ordinance 19.54

16. Approval by Engineering, Building Inspector, Fire Inspector and other City departments.
17. Any other conditions identified by City Staff or the Plan Commission.

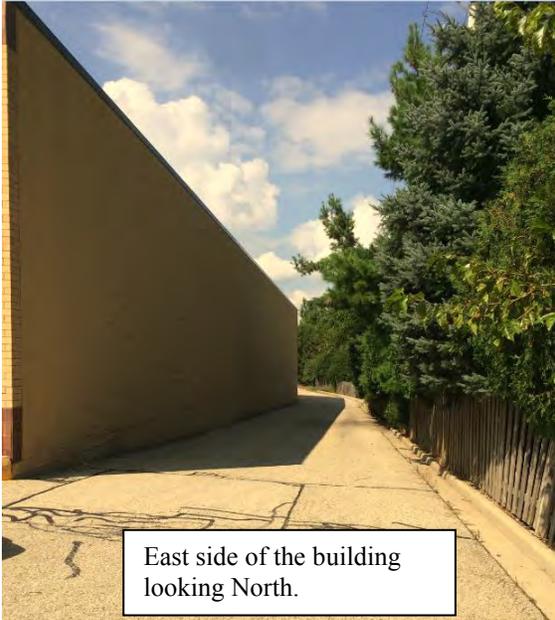
### City of Whitewater Zoning



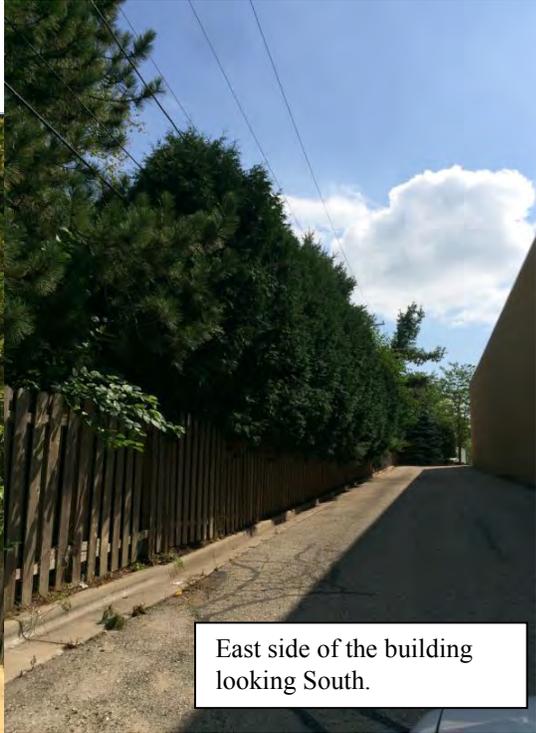
Minimum Throat Length. Figure 10-104b shall be used to determine the minimum permitted throat length of access drives serving parking lots as measured from the right-of-way line along the centerline of the access drive. Also referred to as the driveway connection depth, driveway reservoir length, driveway stacking distance, driveway storage length. This regulation may be modified by a Conditional Use Permit during the site review process.

**Minimum Throat Length (Figure10-104b)**

Land Use	Type	Scale of Development	Minimum Throat Length	
			Collector	Arterial
Residential	Any Residential	0-100 dwelling units	25 feet	N/A
		101-200 dwelling units	50 feet	75 feet
		201+ dwelling units	75 feet	125 feet
Commercial	Office	0-50,000 gross sq. ft.	25 feet	50 feet
		50,001-100,000 gross sq. ft.	25 feet	75 feet
		100,001-200,000 gross sq. ft.	50 feet	100 feet
		200,001+ gross sq. ft.	100 feet	150 feet
		In-Vehicle Sales or Service	0-2,000 gross sq. ft.	25 feet
	Commercial Indoor Lodging	2,001+ gross sq. ft.	50 feet	100 feet
		0-150 rooms	25 feet	75 feet
	Other Commercial Uses	151+ rooms	25 feet	100 feet
		0-25,000 gross sq. ft.	25 feet	50 feet
		25,001-100,000 gross sq. ft.	25 feet	75 feet
100,001-500,000 gross sq. ft.		50 feet	100 feet	
500,001+ gross sq. ft.		100 feet	200 feet	
Industrial	All Industrial Uses	0-100,000 gross sq. ft.	25 feet	50 feet
		100,001-500,000 gross sq. ft.	50 feet	100 feet
		500,001+ gross sq. ft.	50 feet	200 feet



East side of the building looking North.



East side of the building looking South.



**From:** Fisher, Mark [Mark.Fisher@strand.com]  
**Sent:** Monday, August 21, 2017 11:13 AM  
**To:** Christine Munz-Pritchard  
**Cc:** Dan Meyer; Jane Wegner; Greg Noll; troydevenson@gmail.com; Cameron Clapper; Mike Higgins; Don Gregoire; don.gregoire@yahoo.com; Chuck Nass; Tim Reel; Mike Higgins; Rick Lien  
**Subject:** RE: Development at old Sentry site

Chris,

The documents provided are very preliminary so our review comments are as well.

1. As Rick Lien indicated, the city has a 12-inch water main that runs across the site from Salisbury Lane to Walmart and beyond. Depending on the final location of the building relative the water main, relocation may be required. Additional fire protection will also be required. Looping opportunities should also be considered.
2. It is unclear where the proposed hotel will connect to the existing sewer system. Regardless, it will be tributary to the Fraternity Lane pumping station and the Starin Road sewer. Capacity should be evaluated.
2. It was mentioned that additional parking may be provided on property north of the existing (former) Sentry store to meet future needs. There may be wetlands in this area that may limit what can be done here.
3. It appears the existing sidewalk between the Sentry parking lot and the Walmart parking lot will remain. If relocation of the westernmost driveway connection to Main Street impacts this sidewalk, the sidewalk should be relocated so it can stay in service.
4. Providing/improving pedestrian access to the property should be considered. For example, to connect the south and north parking lots, sidewalk along the east and/or west sides of the existing building could be considered. Sidewalk could also be extended the north side of Salisbury Lane to the hotel site (only the west two lots on Salisbury Lane do not have sidewalk).
5. Now may be the time to consider additional vehicular connections to the existing dead end streets of Yoder Lane and Salisbury Lane.
6. Stormwater management facilities will be required to meet state and local requirements.

Please let me know if you have any questions or comments.

Thanks,

Mark Fisher

**From:** Christine Munz-Pritchard [mailto:CMunz-Pritchard@whitewater-wi.gov]  
**Sent:** Friday, August 18, 2017 11:45 AM  
**To:** Tim Reel <TReel@whitewater-wi.gov>; Chuck Nass <CNass@whitewater-wi.gov>; Fisher, Mark <Mark.Fisher@strand.com>; Rick Lien <RLien@whitewater-wi.gov>; Don Gregoire <DGregoire@whitewater-wi.gov>; don.gregoire@yahoo.com; Mike Higgins <chiefmikewfd@yahoo.com>; Mike Higgins <MHiggins@whitewater-wi.gov>  
**Cc:** Dan Meyer <DMeyer@whitewater-wi.gov>; Jane Wegner <JWegner@whitewater-wi.gov>; Greg Noll <GNoll@whitewater-wi.gov>; troydevenson@gmail.com; Cameron Clapper <CClapper@whitewater-wi.gov>



Neighborhood Services Department  
*Planning, Zoning, Code Enforcement, GIS  
 and Building Inspections*

www.whitewater-wi.gov  
 Telephone: (262) 473-0540

NOTICE OF PUBLIC HEARING

TO ALL INTERESTED PARTIES:

A meeting of the PLAN AND ARCHITECTURAL REVIEW COMMISSION of the City of Whitewater will be held at the Municipal Building, Community Room, located at 312 W. Whitewater Street on the 11th day of September 2017 at 6:30 p.m. to hold a public hearing for a Conditional Use Permit per Section 19.27.030(N) more than one principle structure on a lot for a proposed development to be located at 1260 W. Main Street, Parcel # /WM 00001 and /WM 00002 for WWHP LLC. (Troy Hoekstra, Managing Partner).

The proposal is on file in the office of the Zoning Administrator at 312 W. Whitewater Street and is open to public inspection during office hours Monday through Friday, 8:00 a.m. to 4:30 p.m.

This meeting is open to the public. COMMENTS FOR, OR AGAINST THE PROPOSED PROJECT MAY BE SUBMITTED IN PERSON OR IN WRITING.

For information, call (262) 473-0540

Chris Munz-Pritchard, Neighborhood Services Director/City Planner

TaxKey	Owner1	Owner2	Address1	City	State	Zip
/A170900001	ALLEF PARTNERS LLC	C/O WAL-MART PROPERTY TAX DE	PO BOX 8050	BENTONVILLE	AR	72712-8050
/A170900002	DSDH WHITEWATER LLC		N3332 ASH LAKE TRL	APPLETON	WI	54913-0000
/A252200001	ST PATRICKS CONGREGATION MULBERRY GROVE LLC		PO BOX 645	BROOKFIELD	WI	53008-0645
/A252200003	ST PATRICKS CONGREGATION		1225 W MAIN ST	WHITEWATER	WI	53190-0000
/A252200004	<del>ST PATRICKS CONGREGATION</del>		1225 W MAIN ST	WHITEWATER	WI	53190-0000
/CAH 00006	HAWKS LANDING LLC		1264 HILLCREST LN	FALLBROOK	CA	92028-0000
/CAH 00007	STREIB PROPERTIES LLC		503 CENTER ST	LAKE GENEVA	WI	53147-0000
/W 00001	WHITEWATER TEKE ASSN	C/O JOE PYZYK	4656 SHAGBARK LN	BROOKFIELD	WI	53005-0000
/W 00002	STEVE JAHNKE	ANNE JAHNKE	709 OAKWOOD LA	WATERTOWN	WI	53094-0000
/W 00003	STEMOTHER LLC		PO BOX 239	WHITEWATER	WI	53190-0000
/W 00004	YINGJUAN JIANG		1240 W SALISBURY LA	WHITEWATER	WI	53190-0000
/W 00005	JEFFREY L IVERSON	JENNIFER L IVERSON	1232 W SALISBURY LA	WHITEWATER	WI	53190-0000
/W 00006	NCENTERPRISES LLC		W10412 HUBBLETON RD	WATERLOO	WI	53594-0000
/W 00007	KA KENG WONG	YUK CHING YUEN	1212 W SALISBURY LN	WHITEWATER	WI	53190-1248
/W 00008	HTGS LLC		228 N GEORGE ST	WHITEWATER	WI	53190-0000
/W 00009	GEOFFREY HALE	JACQUELINE HALE	599 S FRANKLIN ST	WHITEWATER	WI	53190-0000
/W 00010	CHASE JASON KINCAID		W377 S2283 KINCAID LA	DOUSMAN	WI	53118-0000
/W 00011	DINA CHRISTON	KONSTANINA CHRISTON (AKA)	442 BUCKINGHAM BLVD	WHITEWATER	WI	53190-0000
/W 00012	JONATHAN T MARSHALL	MICHELLE L MARSHALL, et al.	214 S WOODLAND DR	WHITEWATER	WI	53190-0000
/W 00013	<del>JONATHAN T MARSHALL</del>	MICHELLE L HANEKAMP	1232 YODER LN	WHITEWATER	WI	53190-0000
/W 00014	STEVEN E JOHNSON		N7908 CTY RD P	WHITEWATER	WI	53190-0000
/W 00015	KURT J KETTERHAGEN		1631 PEARSON CT	WHITEWATER	WI	53190-0000
/W 00016	CITY OF WHITEWATER		312 W WHITEWATER ST	WHITEWATER	WI	53190-0000
/W 00017	<del>CITY OF WHITEWATER</del>		312 W WHITEWATER ST	WHITEWATER	WI	53190-0000
/W 00018	CHERYL J LOFTON		PO BOX 292	WHITEWATER	WI	53190-0000
/W 00019	<del>CHERYL J LOFTON</del>		PO BOX 292	WHITEWATER	WI	53190-0000
/W 00020	<del>CITY OF WHITEWATER</del>		312 W WHITEWATER ST	WHITEWATER	WI	53190-0000
/W 00021	<del>CITY OF WHITEWATER</del>		312 W WHITEWATER ST	WHITEWATER	WI	53190-0000
/W 00022	<del>CITY OF WHITEWATER</del>		312 W WHITEWATER ST	WHITEWATER	WI	53190-0000
/W 00023	<del>CITY OF WHITEWATER</del>		312 W WHITEWATER ST	WHITEWATER	WI	53190-0000
/WM 00001	WARHAWK REAL ESTATE FOUNDATION LLC		800 W MAIN ST	WHITEWATER	WI	53190-0000
/WM 00002	COMMERCIAL BANK		PO BOX 358	WHITEWATER	WI	53190-0000
/WUP 00157	DLK ENTERPRISES INC		PO BOX 239	WHITEWATER	WI	53190-0000
/WUP 00159	<del>DLK FARM SERVICE INC</del>	1398 MAIN ST	PO BOX 239	WHITEWATER	WI	53190-0000
/WUP 00162B	ROY A NOSEK		435 W STARIN	WHITEWATER	WI	53190-0000
/WUP 00219	ST PATRICKS CONGREGATION		126 S ELIZABETH ST	WHITEWATER	WI	53190-0000
/WUP 00354	<del>DLK ENTERPRISES INC</del>		PO BOX 239	WHITEWATER	WI	53190-0000
/WUP 00355	<del>DLK ENTERPRISES INC</del>		PO BOX 239	WHITEWATER	WI	53190-0000
	WWHP LLC		921 1ST St N SUITE 202	ST CLOUD	MN	56303-0000



Neighborhood Services Department  
Planning, Zoning, GIS, Code Enforcement  
and Building Inspections

[www.whitewater-wi.gov](http://www.whitewater-wi.gov)  
(262) 473-0143

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## CONDITIONAL USE PERMIT APPLICATION

Address of Property: 1260 West Main St. Whitewater WI

Owner's Name: UW Whitewater Foundation (current) WWHP LLC (proposed/future)

Applicant's Name: WWHP LLC.

Mailing Address: 921 1st St. N. Suite 202, St.Cloud MN 56303

Phone #: (320)493-6272 Email: hoekstratroy@gmail.com

Legal Description (Name of Subdivision, Block and Lot of other Legal Descriptions): \_\_\_\_\_

Parcel # WWM 00001 (see attachment)

### **Existing and Proposed Uses:**

Current Use of Property: Former grocery store, currently unoccupied for use

Zoning District: B-1 Community Business District Zoning

Proposed Use: 70 Unit Fairfield Inn & Suites Hotel (new build) Office/Meeting Space (existing building)

**NOTICE: The Plan Commission meetings are scheduled on the 2nd Monday of the month. All complete plans must be in by 4:00 p.m. four weeks prior to the meeting.**

### Conditions

*The City of Whitewater Zoning Ordinance authorizes the Plan Commission to place conditions on approved conditional uses. "Conditions" such as landscaping, architectural design, type of construction, construction commencement and completion dates, sureties, lighting, fencing, plantation, deed restrictions, highway access restrictions, increased yards or parking requirements may be affected. "Conditional Uses" may be subject to time limits or requirements for periodic review by staff.*

## APPLICATION REQUIREMENTS

### THE FOLLOWING INFORMATION MUST BE SUBMITTED IN ORDER TO CONSIDER THE APPLICATION COMPLETE:

1. Statement of use, including type of business with number of employees by shift.
2. Scaled plot plan with north arrow, showing proposed site and all site dimensions.
3. All buildings and structures: location, height, materials and building elevations.
4. Lighting plan: including location, height, type, orientation of all proposed outdoor lighting – both on poles and on buildings. Photometric plans may be required.
5. Elevation drawings or illustrations indicating the architectural treatment of all proposed buildings and structures.
6. Off-street parking: locations, layout, dimensions, circulation, landscaped areas, total number of stalls, elevation, curb and gutter.
7. Access: pedestrian, vehicular, service. Points of ingress and egress.
8. Loading: location, dimensions, number of spaces, internal circulation.
9. Landscaping: including location, size and type of all proposed planting materials.
10. Floor plans: of all proposed buildings and structures, including square footage.
11. Signage: location, height, dimensions, color, materials, lighting and copy area.
12. Grading /drainage plan of the proposed site.
13. Waste disposal facilities: storage facilities for the storage of trash and waste materials.
14. Outdoor storage, where permitted in the district: type, location, height of screening devices.

**\*\*Four (4) full size, Twenty (20) 11x17, and 1 Electronic Copy (include color where possible) site plan copies, drawn to scale and dimensioned.**

**STANDARDS FOR REVIEW AND APPROVAL**

The Plan and Architectural Commission shall use the following standards when reviewing applications for conditional uses. The applicant is required to fill out the following items and explain how the proposed conditional use will meet the standard for approval.

STANDARD	APPLICANT'S EXPLANATION
A. That the establishment, maintenance, or operation of the Conditional Use will not create a nuisance for neighboring uses or substantially reduce value of other property.	<p>The current area neighbors high traffic retail including Walmart and to that extent a new hotel and office space at the proposed site will not add to any existing issues for the neighboring properties.</p> <p>Property values in areas near hotels typically increase in value vs. decrease.</p>
B. That utilities, access roads, parking, drainage, landscaping, and other necessary site improvements are being provided.	<p>We will provide the necessary utilities and all other appropriate civil engineering requirements for the project.</p>
C. That the conditional use conforms to all applicable regulations of the district in which it is located, unless otherwise specifically exempted by this ordinance.	<p>To our knowledge we are not requiring any variances relative to the proposed use of a hotel and office/meeting space. The current zoning allows for these uses and our project is within the required set backs and height restriction.</p>
D. That the conditional use conforms to the purpose and intent of the city Master Plan.	<p>We believe that the plan does meet the City's plan of creating a district including retails and other related properties on Main St. in the City of Whitewater's West side of town.</p>

\*\*Refer to Chapter 19.66 of the City of Whitewater Municipal Code, entitled CONDITIONAL USES, for more information.

Applicant's Signature: Troy Hoekstra

Date: 8/18/2017

Printed: Troy Hoekstra Managing Partner

**TO BE COMPLETED BY THE NEIGHBORHOOD SERVICES DEPARTMENT**

- 1) Application was filed and the paid fee at least four weeks prior to the meeting. **\$100.00 fee** filed on 8-18-17. Received by: \_\_\_\_\_ Receipt #: \_\_\_\_\_
- 2) Application is reviewed by staff members.
- 2) Class 1 Notice published in Official Newspaper on 8-31-17.
- 3) Notices of the Public Hearing mailed to property owners on 8-29-17.
- 4) Plan Commission holds the PUBLIC HEARING on 9-11-17. Public comments may also be submitted in person or in writing to City Staff.
- 5) At the conclusion of the Public Hearing, the Plan Commission will make a decision.

**ACTION TAKEN:**

Condition Use Permit: Granted \_\_\_\_\_ Not Granted \_\_\_\_\_ By the Plan and Architectural Review Commission

**CONDITIONS PLACED UPON PERMIT BY PLAN AND ARCHITECTURAL REVIEW COMMISSION:**

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\_\_\_\_\_  
Signature of Plan Commission Chairperson

\_\_\_\_\_  
Date

## **Tips for Minimizing Your Development Review Costs: A Guide for Applicants**

The City of Whitewater assigns its consultant costs associated with reviewing development proposals to the applicant requesting development approval. These costs can vary based on a number of factors. Many of these factors can at least be partially controlled by the applicant for development review. The City recognizes that we are in a time when the need to control costs is at the forefront of everyone's minds. The following guide is intended to assist applicants for City development approvals to understand what they can do to manage and minimize the costs associated with review of their applications. The tips included in this guide will almost always result in a less costly and quicker review of an application.

### **Meet with Neighborhoods Services Department before submitting an application**

If you are planning on submitting an application for development review, one of the first things you should do is have a discussion with the City's Neighborhood Services Department. This can be accomplished either by dropping by the Neighborhood Services Department counter at City Hall, or by making an appointment with the Neighborhood Services Manager / City Planner. Before you make significant investments in your project, the Department can help you understand the feasibility of your proposal, what City plans and ordinances will apply, what type of review process will be required, and how to prepare a complete application.

### **Submit a complete and thorough application**

One of the most important things you can do to make your review process less costly to you is to submit a complete, thorough, and well-organized application in accordance with City ordinance requirements. The City has checklists to help you make sure your application is complete. To help you prepare an application that has the right level of detail and information, assume that the people reviewing the application have never seen your property before, have no prior understanding of what you are proposing, and don't necessarily understand the reasons for your request.

### **For more complex or technical types of projects, strongly consider working with an experienced professional to help prepare your plans**

Experienced professional engineers, land planners, architects, surveyors and landscape architects should be quite familiar with standard development review processes and expectations. They are also generally capable of preparing high-quality plans that will ultimately require less time (i.e., less cost for you) for the City's planning and engineering consultants to review, saving you money in the long run. Any project that includes significant site grading, stormwater management, or utility work; significant landscaping; or significant building remodeling or expansion generally requires professionals in the associated fields to help out.

## **For simpler projects, submit thorough, legible, and accurate plans**

For less complicated proposals, it is certainly acceptable to prepare plans yourself rather than paying to have them prepared by a professional. However, keep in mind that even though the project may be less complex, the City's staff and consultants still need to ensure that your proposal meets all City requirements. Therefore, such plans must be prepared with care. Regardless of the complexity, all site, building, and floor plans should:

1. Be drawn to a recognized scale and indicate what the scale is (e.g., 1 inch = 40 feet).
2. Include titles and dates on all submitted documents in case pieces of your application get separated.
3. Include clear and legible labels that identify streets, existing and proposed buildings, parking areas, and other site improvements.
4. Indicate what the property and improvements look like today versus what is being proposed for the future.
5. Accurately represent and label the dimensions of all lot lines, setbacks, pavement/parking areas, building heights, and any other pertinent project features.
6. Indicate the colors and materials of all existing and proposed site/building improvements.
7. Including color photos with your application is one inexpensive and accurate way to show the current condition of the site. Color catalog pages or paint chips can be included to show the appearance of proposed signs, light fixtures, fences, retaining walls, landscaping features, building materials, or other similar improvements.

## **Submit your application well in advance of the Plan and Architectural Review Commission meeting**

The City normally requires that a complete application be submitted four weeks in advance of the Commission meeting when it will be considered. The further in advance you can submit your application, the better for you and everyone involved in reviewing the project. Additional review time may give the City's consultant staff and staff an opportunity to communicate with you about potential issues with your project or application and allow you time to efficiently address those issues before the Plan and Architectural Review Commission meeting. Be sure to provide reliable contact information on your application form and be available to respond to such questions or requests in a timely manner.

## **For more complex projects, submit your project for conceptual review**

A conceptual review can be accomplished in several ways depending on the nature of your project and your desired outcomes.

1. Preliminary plans may be submitted to City staff and/or planning consultant for a quick, informal review. This will allow you to gauge initial reactions to your proposal and help you identify key issues;
2. You may request a sit-down meeting with the Neighborhood Services Manager/ City Planner to review and more thoroughly discuss your proposal; and/or

3. You can ask to be placed on a Plan and Architectural Review Commission meeting agenda to present and discuss preliminary plans with the Commission and gauge its reaction before formally submitting your development review application.

Overall, conceptual reviews almost always save time, money, stress, and frustration in the long run for everyone involved. For this reason, the City will absorb up to \$200 in consultant review costs for conceptual review of each project.

### **Hold a neighborhood meeting for larger and potentially more controversial Projects**

If you believe your project falls into one or both of these two categories (City staff can help you decide), one way to help the formal development review process go more smoothly is to host a meeting for the neighbors and any other interested members of the community. This would happen before any Plan and Architectural Review Commission meeting and often before you even submit a formal development review application.

A neighborhood meeting will give you an opportunity to describe your proposal, respond to questions and concerns, and generally address issues in an environment that is less formal and potentially less emotional than a Plan and Architectural Review Commission meeting. Neighborhood meetings can help you build support for your project, understand others' perspectives on your proposals, clarify misunderstandings, and modify the project and alleviate public concerns before the Plan and Architectural Review Commission meetings. Please notify the Neighborhood Services Manager / City Planner of your neighborhood meeting date, time, and place; make sure all neighbors are fully aware (City staff can provide you a mailing list at no charge); and document the outcomes of the meeting to include with your application.

### **Typical City Planning Consultant Development Review Costs**

The City often utilizes assistance from a planning consultant to analyze requests for land development approvals against City plans and ordinances and assist the City's Plan and Architectural Review Commission and City Council on decision making. Because it is the applicant who is generating the need for the service, the City's policy is to assign most consultant costs associated with such review to the applicant, as opposed to asking the general taxpayer to cover these costs.

The development review costs provided below represent the planning consultant's range of costs associated with each particular type of development review. This usually involves some initial analysis of the application well before the public meeting date, communication with the applicant at that time if there are key issues to resolve before the meeting, further analysis and preparation of a written report the week before the meeting, meeting attendance, and sometimes minor follow-up after the meeting. Costs vary depending on a wide range of factors, including the type of application, completeness and clarity of the development application, the size and complexity of the proposed development, the degree of cooperation from the applicant for further information, and the level of community interest. The City has a guide called "Tips for Minimizing Your Development Review Costs" with information on how the applicant can help control costs.

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Type of Development Review Being Requested	Planning Consultant Review Cost Range
<b>Minor Site/Building Plan</b> (e.g., minor addition to building, parking lot expansion, small apartment, downtown building alterations)	
When land use is a permitted use in the zoning district, and for minor downtown building alterations	Up to \$600
When use also requires a conditional use permit, and for major downtown building alterations	\$700 to \$1,500
<b>Major Site/Building Plan</b> (e.g., new gas station/convenience store, new restaurant, supermarket, larger apartments, industrial building)	
When land use is a permitted use in the zoning district	\$700 to \$2,000
When land use also requires a conditional use permit	\$1,600 to \$12,000
<b>Conditional Use Permit with no Site Plan Review</b> (e.g., home occupation, sale of liquor request, substitution of use in existing building)	Up to \$600
<b>Rezoning</b>	
To a standard (not PCD) zoning district	\$400 to \$2,000
To Planned Community Development zoning district, assuming complete GDP & SIP application submitted at same time	\$2,100 to \$12,000
<b>Land Division</b>	
Certified Survey Map	Up to \$300
Preliminary Subdivision Plat	\$1,500 to \$3,000
Final Plat (does not include any development agreement time)	\$500 to \$1,500
<b>Annexation</b>	\$200 to \$400

**\*\*Note:** The City also retains a separate engineering consultant, who is typically involved in larger projects requiring stormwater management plans, major utility work, or complex parking or road access plans. Engineering costs are not included above, but will also be assigned to the development review applicant. The consultant planner and engineer closely coordinate their reviews to control costs.

# Cost Recovery Certificate and Agreement

The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, and recreation specialists) to assist in the City's review of an application for development review coming before the Plan and Architectural Review Commission, Board of Zoning Appeals, and/or Common Council. In fact, most applications require some level of review by the City's planning consultant. City of Whitewater staff shall retain sole discretion in determining when and to what extent it is necessary to involve a professional consultant in the review of an application.

The submittal of an application or petition for development review by an applicant shall be construed as an agreement to pay for such professional review services associated with the application or petition. The City may apply the charges for these services to the applicant and/or property owner in accordance with this agreement. The City may delay acceptance of an application or petition (considering it incomplete), or may delay final action or approval of the associated proposal, until the applicant pays such fees or the specified percentage thereof. Development review fees that are assigned to the applicant, but that are not actually paid, may then be imposed by the City as a special charge on the affected property.

## Section A: Background Information

----- To be filled out by the Applicant/Property Owner -----

Name of Applicant: WWHP LLC.

Applicant's Mailing Address: 921 1st St. N. Suite 202  
St. Cloud MN 56303

Applicant's Phone Number: (320)493-6272

Applicant's Email Address: hoekstratroy@gmail.com

Project Information:

Name/Description of Development: 70 Unit Fairfield Inn & Suites Hotel/Office Meeting Space

Address of Development Site: 1260 West Main St. Whitewater WI

Tax Key Number(s) of Site: Parcel # WWM 00001 (see attachment)

Property Owner Information (if different from applicant):

Name of Property Owner: University of Whitewater Foundation

Property Owner's Mailing Address: 800 West Main St.  
Whitewater WI 53190

**Section B: Applicant/Property Owner Cost Obligations**

----- **To be filled out by the Neighborhood Services Department** -----

Under this agreement, the applicant shall be responsible for the costs indicated below. In the event the applicant fails to pay such costs, the responsibility shall pass to the property owner, if different. Costs may exceed those agreed to herein only by mutual agreement of the applicant, property owner, and City. If and when the City believes that actual costs incurred will exceed those listed below, for reasons not anticipated at the time of application or under the control of the City administration or consultants, the Neighborhood Services Director or his agent shall notify the applicant and property owner for their approval to exceed such initially agreed costs. If the applicant and property owner do not approve such additional costs, the City may, as permitted by law, consider the application withdrawn and/or suspend or terminate further review and consideration of the development application. In such case, the applicant and property owner shall be responsible for all consultant costs incurred up until that time.

- A. Application Fee.....\$ \_\_\_\_\_
- B. Expected Planning Consultant Review Cost .....\$ \_\_\_\_\_
- C. Total Cost Expected of Applicant (A+B) .....\$ \_\_\_\_\_
- D. 25% of Total Cost, Due at Time of Application.....\$ \_\_\_\_\_

E. Project Likely to Incur Additional Engineering or Other Consultant Review Costs? < Yes < No

The balance of the applicant’s costs, not due at time of application, shall be payable upon applicant receipt of one or more itemized invoices from the City. If the application fee plus actual planning and engineering consultant review costs end up being less than the 25% charged to the applicant at the time of application, the City shall refund the difference to the applicant.

**Section C: Agreement Execution**

----- **To be filled out by the Applicant and Property Owner** -----

The undersigned applicant and property owner agree to reimburse the City for all costs directly or indirectly associated with the consideration of the applicant’s proposal as indicated in this agreement, with 25% of such costs payable at the time of application and the remainder of such costs payable upon receipt of one or more invoices from the City following the execution of development review services associated with the application.

\_\_\_\_\_  
Signature of Applicant/Petitioner

\_\_\_\_\_  
Signature of Property Owner (if different)

\_\_\_\_\_  
Printed Name of Applicant/Petitioner

\_\_\_\_\_  
Printed Name of Property Owner (if different)

\_\_\_\_\_  
Date of Signature

\_\_\_\_\_  
Date of Signature

August 18, 2017

To: City of Whitewater WI  
From: Troy Hoekstra  
WWHP LLC (Whitewater Hotel Partners LLC)  
RE: Whitewater WI project

To whom it may concern:

Thank you for the opportunity to discuss the Whitewater WI community and projects. As we have discussed Whitewater presents many opportunities for a public/private partnership at multiple levels involving private interests, the University of Wisconsin Whitewater, and the community surrounding the City of Whitewater. We are in the process of site planning, completing architectural drawings for, and completing a 70-unit Fairfield by Marriott as well as renovating a 52,000 sq. ft. closed grocery store formerly called Sentry Foods in Whitewater. This space is anticipated to provide a number of community based components as well as business development opportunities and meeting space.

All of these topics are being considered, and as you can see, a partnership with UW Whitewater will potentially create significant opportunities and resources for residents in a 10-20 miles radius of Whitewater as well as low income and disadvantaged populations in the Whitewater area.

The total of the project is estimated at approximately \$18 million. Combined with a new premium hotel, Marriott, and the impact to the community is significant. Job creation to the community from the hotel is expected to be:

**Full Time Positions:**

**General Manager- \$50,000 per year. Full benefits. Medical/dental/vision**  
**Asst. General Mgt- \$40,000 per year. Full benefits. Medical/dental/vision**  
**4-5 Front Desk Staff- \$12-\$15 per hour. Possible partial benefits**  
**Night Auditor- \$15-\$18 per hour depending on experience. Medical Only**  
**Head of Housekeeping- \$30,000 per year. Partial benefits. Medical Only**

**Part Time-**

**8 – 12 positions - Housekeeping - \$11-\$14 per hour based on experience. Possible benefits (this could be full time depending upon occupancy)**  
**Maintenance Person- \$15 per hour. No benefits**

Total annual payroll generated by a 70-unit Fairfield Inn & Suites is expected to exceed \$500,000 which in turn will be spent throughout the community an estimated 7 times. These wages equate to a financial impact to the community of \$3.5 million.

In addition to the wages paid by a hotel once open, the financial impact of the construction of the project to the community also needs to be considered. As the project is built there will be an estimated 20-40 construction workers on-site in the community as well. These workers will eat in restaurants, fuel up at gas stations, purchase goods and services in the community etc.

The hotel portion of the project is estimated at \$9.5 million, \$6 million of which would be direct construction costs. Labor on a hotel project of nature is typically 40% of the construction total. In this case the hotel project would then represent \$2,400,000 in wages to paid to local Whitewater building professionals or residents of the State of WI. The construction portion of the UW Whitewater portion/Sentry Foods Building is expected to be \$4.0 million. 40% of the construction total is expected to generate \$1,600,000 in wages.

We appreciate your review of our project information and look forward to driving this project through to a finish for the community of Whitewater and the State of WI.

### Walworth County

Owner (s):  
**WARHAWK REAL ESTATE FOUNDATION LLC**

Location:

Mailing Address:  
**WARHAWK REAL ESTATE FOUNDATION LLC  
800 W MAIN ST  
WHITEWATER, WI 53190**

School District:  
**6461 - WHITEWATER UNIFIED SCHOOL  
DISTRICT**

Tax Parcel ID Number:  
**/WM 00001**

Tax District:  
**291-City of Whitewater**

Status:  
**Active**

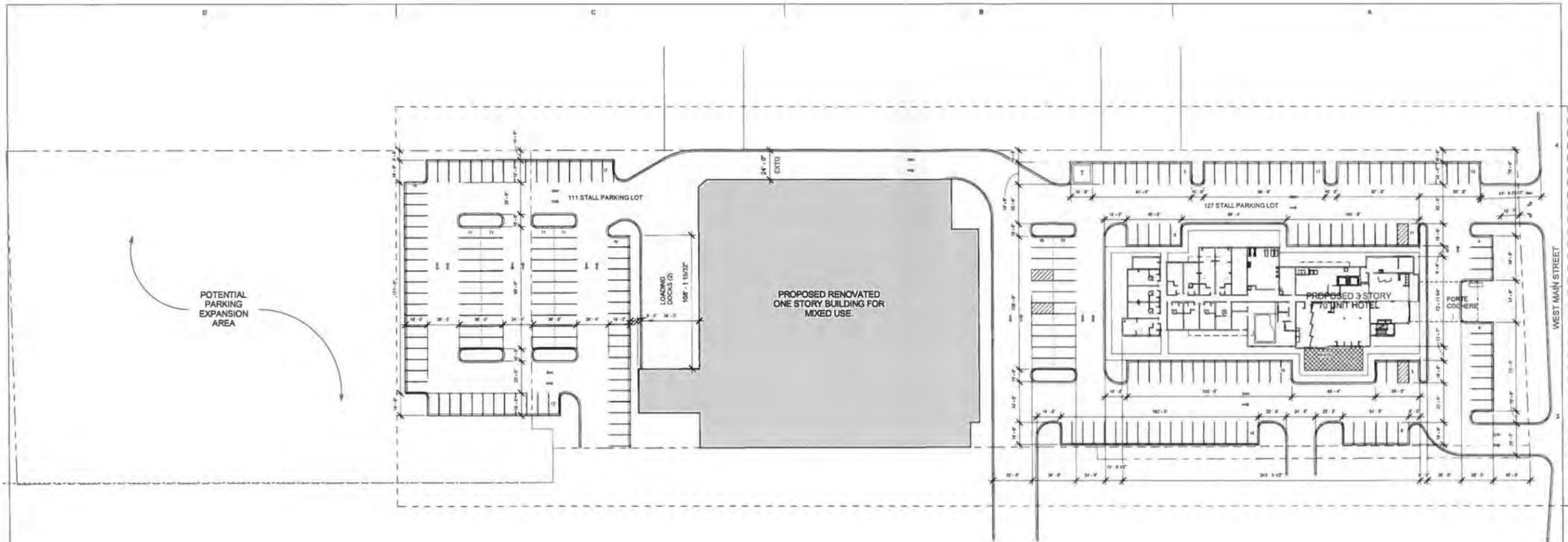
Acres:  
**7.3500**

Description - Comments (Please see Documents tab below for related documents. For a complete legal description, see recorded document.):

**UNIT 1 WEST MAIN STREET COMMERCIAL CONDOMINIUM AS RECORDED UNDER DOC. #361671.  
LOCATED IN SW 1/4 NW 1/4 SEC 5 T4N R15E. CITY OF WHITEWATER OMITTS /A1258-1, /A1258-2, /WUP-160  
& /WUP-160A**

Site Address (es): *(Site address may not be verified and could be incorrect. DO NOT use the site address in lieu of legal description.)*

**1260 W MAIN ST WHITEWATER, WI 53190**



1 CONCEPTUAL SITE PLAN OVERALL  
1" = 40'-0"

CODE REVIEW	
<b>ZONING</b>	- Property is zoned B1, Community Business - 19.27.020 630 - Hotel is permitted use; however more than one principal structure on a lot is conditional use
<b>SETBACKS &amp; YARD REQ'S</b>	- 19.27.060 Minimum yard req's for principal buildings, outside storage, and dumpsters: Front & Street side 15'-0" Interior side 15'-0" Rear yard 20'-0"  *Note: Any yard abutting a residential district, yard req. is 30'-0" or the height of the nearest principal building on the lot being developed. Such yards shall be subject to landscape buffer req's of 19.57.140.  *Note: There shall be no accessory buildings within the required front yard setback.
<b>LANDSCAPE BUFFER REQ'S</b>	- 19.57.140 All buffer yards shall be attractively landscaped with a minimum of two canopy/shade trees, five understory evergreen trees and twelve shrubs planted for every one hundred feet of buffer yard length. A substitute treatment incorporating plantings and/or a decorative fence or wall is acceptable if approved by the plan and architectural review commission.
<b>HEIGHT</b>	- 19.27.080 Maximum building height in the B-1 district is five stories or one hundred feet (whichever is greater), with the exception that the maximum building height is three stories within one hundred feet of a residential use or a property zoned as a residential district
<b>PARKING</b>	- 19.51.130 Use/Minimum Parking Req's  Hotel/Hotel: 1 stall for each guest plus 1 stall for each 2 employees working per shift. - 71 (Rooms) * 2 (4 Employees per shift) = 73 Spaces min.  Medical & Dental Clinics and offices: 3 stalls for each doctor plus 1 stall for each 2 employees.  Retail and service, Commercial: 1 stall for each 250 sq ft of primary floor area. - 50,000 sq ft / 250 = 200 Spaces min.  TOTAL REQ'D PARKING SPACES = 73 + 203 = 276  TOTAL PROPOSED: SOUTH LOT - 127 NORTH LOT - 111 TOTAL - 238 (SHORT 38 STALLS)

**DJR**  
ARCHITECTURE, INC.  
333 Washington Ave N, Suite 210  
012.976.2700 www.djr-inc.com

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision and that I am a duly Licensed Architect under the laws of the State of Wisconsin.

APPROVE: \_\_\_\_\_ DATE: 08.18.17

CLIENT: \_\_\_\_\_ CONTRACTOR: \_\_\_\_\_

**FAIRFIELD INN AND SUITES, MIXED USE**  
PRELIMINARY - NOT FOR CONSTRUCTION

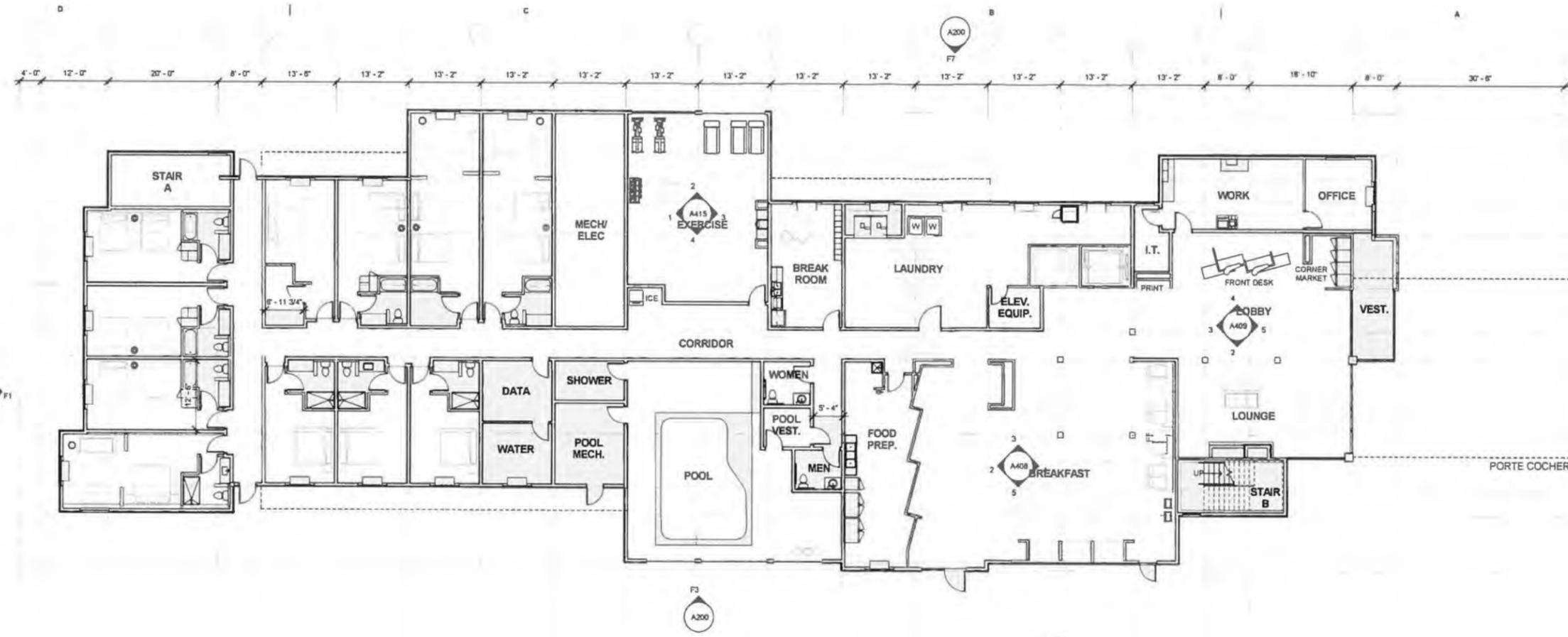
PROJECT # 17-450  
DATE 08.18.17  
DRAWN BY ZF  
CHECKED BY SE

CONCEPTUAL ARCHITECTURAL SITE PLAN

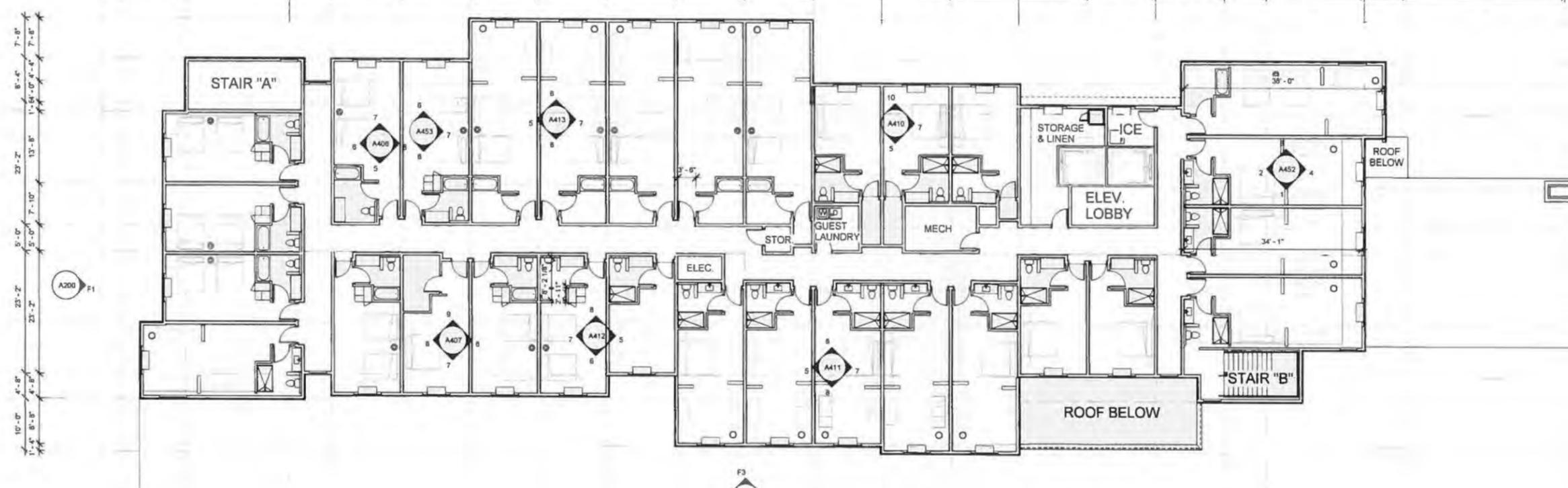
**AS100**

DATE: 08.15.17  
 DRAWN BY: ZR  
 CHECKED BY: SE  
 PROJECT #: 17-050.00  
 DATE: 08.15.17  
 DRAWN BY: ZR  
 CHECKED BY: SE

**FAIRFIELD INN AND SUITES**  
 PRELIMINARY - NOT FOR CONSTRUCTION  
 WHITEWATER, WI  
 CONTRACTOR: [Blank]  
 CLIENT: [Blank]



H1 FLOOR PLAN - LEVEL 1  
 3/32" = 1'-0"



FLOOR PLAN - L2/L3 SIM.  
 3/32" = 1'-0"

I hereby certify that this plan, specification, and schedule were prepared by me or under my direct supervision and that I am a duly Licensed Professional Engineer in the State of Minnesota.  
 APPROVE: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_  
 DATE: 08.15.17

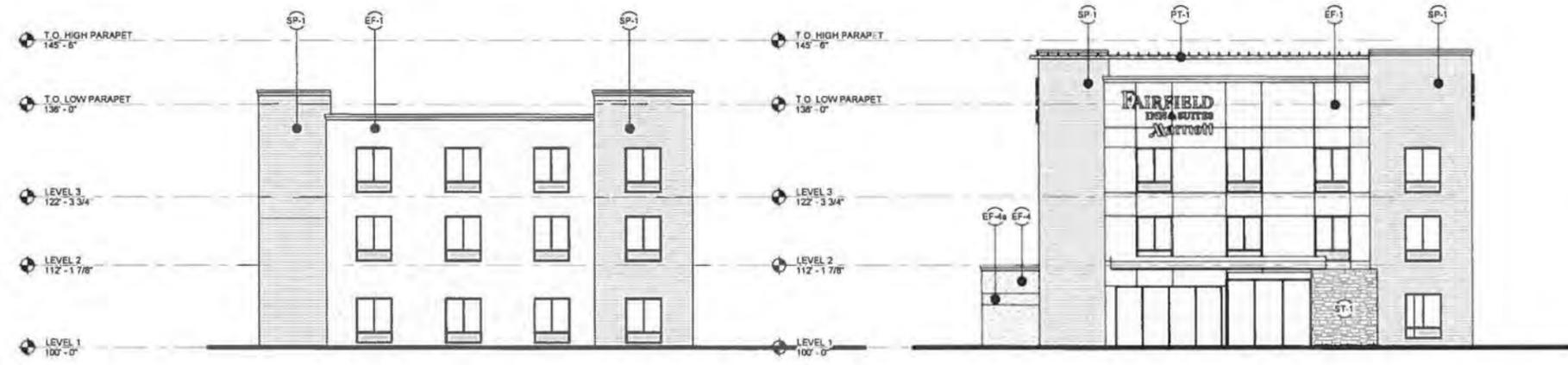
**FAIRFIELD INN AND SUITES**  
 PRELIMINARY - NOT FOR CONSTRUCTION

Project #: 17-050.00  
 Date: 08.15.17  
 Drawn by: ZRK  
 Checked by: SE

**FAIRFIELD INN AND SUITES**  
 WISCONSIN, WI  
 EXTERIOR ELEVATIONS



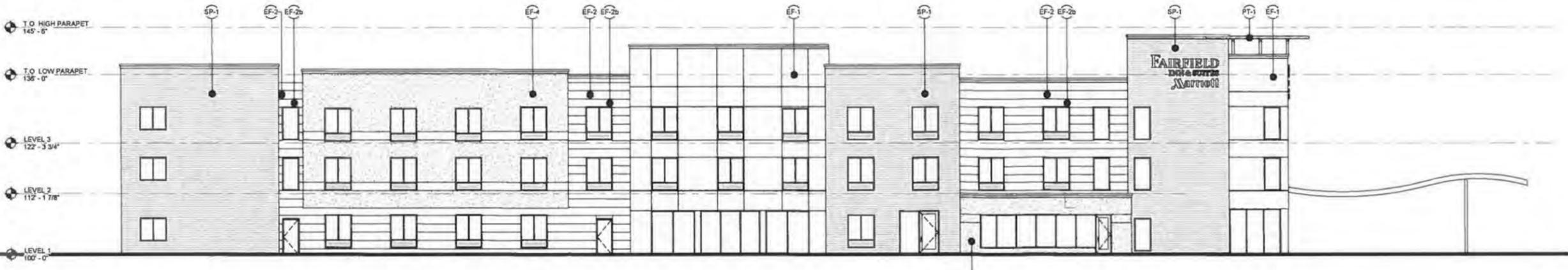
**F7 NORTH EXTERIOR ELEVATION**  
 3/32" = 1'-0"



**F1 WEST EXTERIOR ELEVATION**  
 3/32" = 1'-0"

**F5 EAST EXTERIOR ELEVATION**  
 3/32" = 1'-0"

Keynote - Exterior Elevations	
Note #	Note
EF-1	PEARLESCENT ACCENT EIFS FINISH
EF-2	DARK EIFS FINISH COLOR
EF-2b	DARK EIFS FINISH COLOR - TEXTURED
EF-4	MAIN BUILDING EIFS COLOR
EF-4a	ACCENT EIFS COLOR
PT-1	PAINT COLOR - ALUM. ROOF SHADE CANOPY & OTHER METAL COPINGS, FASCIAS, ETC.
SP-1	EXTERIOR ACCENT FINISH AT RAINSCREEN, CEMENT BOARD
ST-1	CULTURED STONE



**F3 SOUTH EXTERIOR ELEVATION**  
 3/32" = 1'-0"



**DJR**  
 ARCHITECTURE, INC  
 333 Washington Ave. N., Ste. 210  
 St. Paul, MN 55102  
 612.276.2700 www.djr-arch.com

Project # 11-0500  
 Date 05-13-17  
 Drawn by Author  
 Checked by Checker

FAIRFIELD INN AND SUITES  
 PRELIMINARY - NOT FOR CONSTRUCTION  
 Unnamed  
 WHITEWATER, WI

CLIENT: \_\_\_\_\_  
 CONTRACTOR: \_\_\_\_\_  
 ARCHITECT: \_\_\_\_\_

**A459**

