



Council Agenda Item

Meeting Date:	January 20, 2026
Agenda Item:	E Main Street (A444200001)
Staff Contact (name, email, phone):	Allison Schwark, Zoning Administrator/Code Enforcement

BACKGROUND

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

Applicant seeks a Comprehensive Plan, Future Land Use Map change from General Manufacturing to Higher Density Residential. This future land use designation is intended to accommodate higher density residential units including apartments, condominiums, townhouses, and the continuation of existing single and two-family residences. The site has remained vacant under its current land use designation. The proposed multi-family development would address the well-documented regional shortage of multi-family housing. The surrounding area contains several uses and zoning designations, including manufacturing and residential developments. The proposed development is consistent with the city's comprehensive plan, supports sustainable growth, and contributes to the surrounding area.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

On October 13, 2025, a Public Hearing was held at the PARC meeting and the PARC voted to recommend approval of the Proposed Comprehensive Plan Future Land Use Amendment for the E Main Street parcel to the Whitewater Common Council..

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommend that the City of Whitewater Common Council:

1. Approve the first reading of the proposed future land use amendment ordinance.
2. Option to waive second reading.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Future Land Use Amendment Ordinance