

WHITEWATER FORWARD

MOVING TOGETHER TOWARD 2045

COMPREHENSIVE PLAN

PARC Meeting

AGENDA

- Introductions
- Schedule Overview
- Process Overview



INTRODUCTIONS



Charlie Cowell
Project Manager +
Planner



Maya Struhar
Planner + Engagement



Flavia Tourek
Urban Planner + GIS +
Communication



Cory Scott
Land Use + Mobility +
Districts



Ryan Peterson
Environments

Plan Advisory Work Group members

- Neil Hicks – Common Council
- Brian Shanen – Common Council
- Orin Smith – Common Council
- Sherry Stanek - PARC
- Elizabeth Anderson - Generac
- Corey Davis – Kiwanian, UWW
- Rebecca Goodacre - Chamber
- Terry Tumbarello - UWW Executive of Housing
- Benjamin Freiermuth – WRA
- Chris Christian - CDA and local business owner
- Dave Friend - Whitewater School District

INTRODUCTIONS

What is a Comprehensive Plan?

A guide for development policy

A context for making key land use and public investment decisions

A vision for the city's future

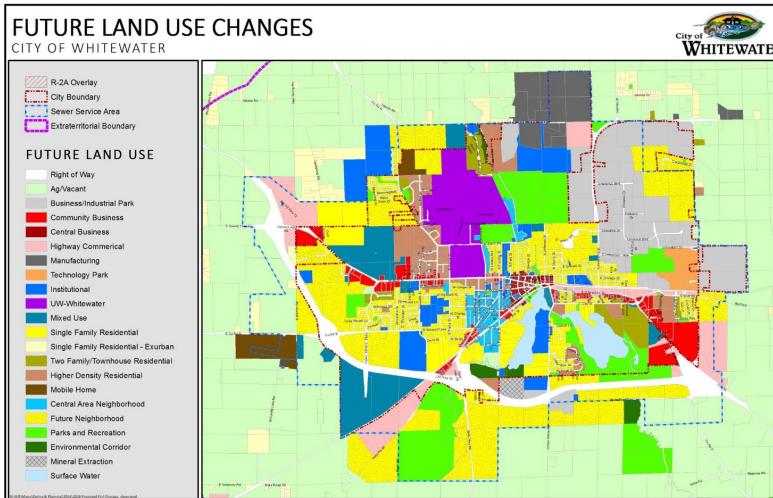
A tool to guide city priorities and directions, including capital improvement programming

A strategic document that is adapted to the specific needs and hopes of the city



CITY OF WHITEWATER
HOUSING REPORT

February 2022



Residential Market Analysis
-- Strategy Planning Guidelines --
Whitewater, Wisconsin

Prepared on behalf of:
Cedar Corporation
1695 Bellevue Street
Green Bay, WI 54311
June 30, 2023

Rental Housing Market Analysis
-- A Strategy Plan --
Whitewater, Wisconsin

Prepared on behalf of:
City of Whitewater
312 W. Whitewater Street
Whitewater, WI 53190
April 12, 2024



PROCESS OVERVIEW

Project Launch



Input



Today:
Collect and
Analyze Data



Tomorrow:
Land Use & Special
Area Concepts



Tomorrow:
Plan Elements



Implementation



Approval

	Nov	Dec	Jan '26	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
Task 1	Communications/Marketing Plan			PUBLIC ENGAGEMENT								
Task 2				ISSUES & OPPORTUNITIES								
Task 3					VISION & CONCEPT							
Task 4						PLAN ELEMENTS			Draft Plan to PMT	Editing		
Task 5										IMPLEMENTATION		APPROVAL
PMT Meetings	 PMT Kick-Off	 Outreach Strategies	 Outreach Strategies	 Issues and Opportunities	 Emerging Trends	 Design Workshop	 Review Plan Elements	 Review Plan Elements	 Review Plan Elements	 Implementation	 Final Plan Review	
Working Group Meetings	 Orientation [Zoom]	 Goals Workshop	 Discuss Trends [Zoom]	 Attend Design Workshop	 Concept Feedback [Zoom or In-Person]	 Policy Feedback [Zoom]	 Implementation Workshop					
Major Events	 Launch Website	 Launch Interactive Map	 Focus Groups & Roundtable	 Design Workshop	 Online Polling	 Online Polling	 Open House					

PROCESS

Communications

- Reaching a diverse population, including historically underrepresented
- Translation services
- Using established connections and data
- Virtual, in-person, physical

Project Branding

- Generate excitement
- Announce project
- Custom website & engagement hub
- Virtual, in-person, physical



PROCESS



Project Website

- Anytime access
- Interactive mapping
- Social media campaign
- Regular polling questions

Planned Engagements

- Regular Advisory Work Group meetings
- Stakeholder listening sessions
- Polls
- Community events
- Community roundtable and open house
- Committee Land Use Studio
- Community Design Workshop
- Implementation Workshop
- Board Presentations

WhitewaterForward.com



English ▾



About the Project

The City of Whitewater is updating its Comprehensive Plan. This update is titled Whitewater Forward. Whitewater Forward is an important tool to guide community leaders and decision-makers on efficient community growth and public investments.

Whitewater Forward will establish a vision for the City and help guide policies, priorities, and the City's capital improvement budget. Common elements addressed in a Comprehensive Plan include:

- Land Use and Development
- Housing and Neighborhoods
- Transportation and Mobility
- Parks and Trails
- Infrastructure and Public Facilities
- Economic Development

Get Involved! Upcoming Events

Tuesday, February 10, 2026 6:00 pm
Community Roundtable

Resident and stakeholder input is key to the success of Whitewater Forward, the city's next comprehensive plan. This roundtable helps the planning team understand priorities and help shape recommendations for the community. Stop by the [Starin Park Community Building](#) to learn more about the planning process and [share your ideas for the future of Whitewater!](#)

Open

Interactive Map

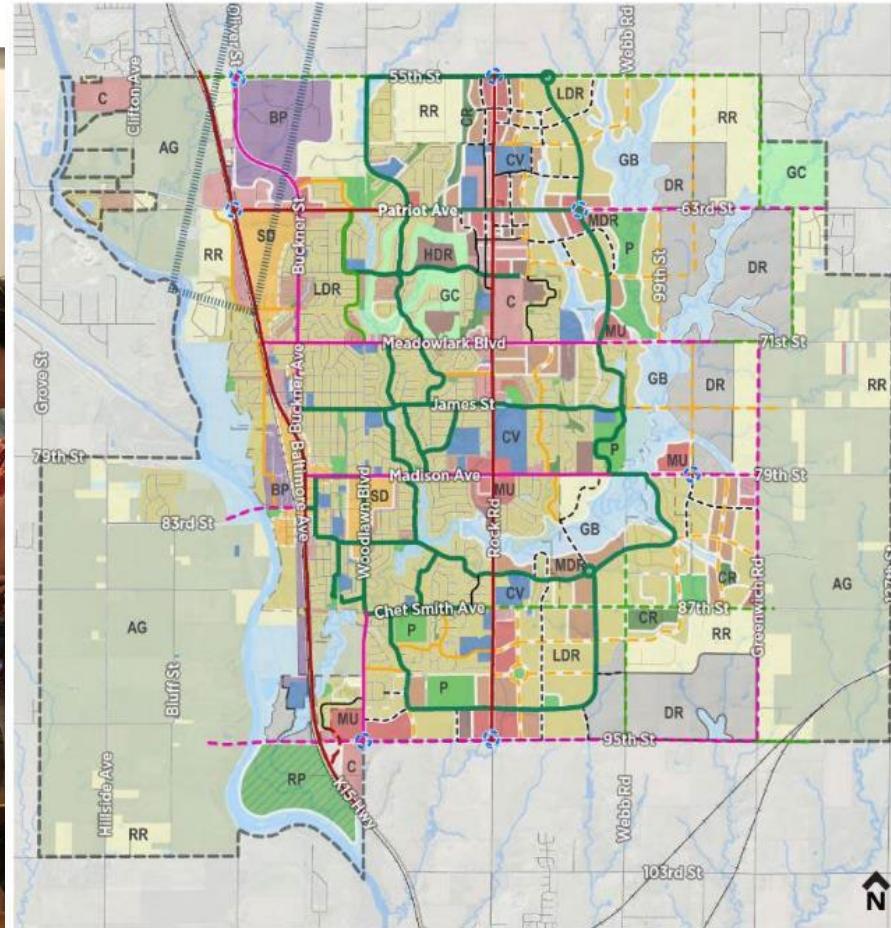
Drop a pin on the interactive map to share your thoughts and ideas for the future of Whitewater!

PROCESS

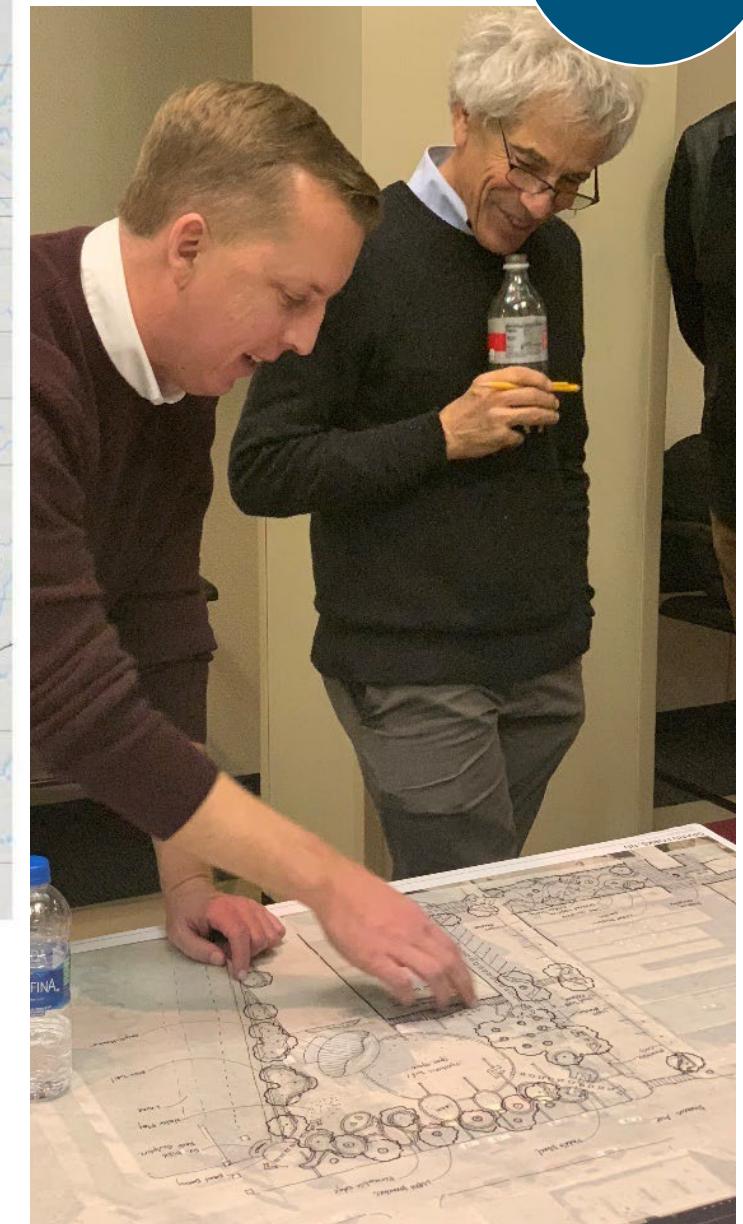
- February/March
 - Local stakeholder discussions
 - Multi-disciplinary
- Groups:
 - Local Government & Planning
 - Council Members
 - Planning Commission Representatives
 - City Planning Staff / Urban Planners
 - County Staff
 - Other department leads based on project focus
 - Business & Economic Development
 - Chamber of Commerce Representative
 - Local Small Business Owner (especially from downtown or core areas)
 - Economic Development Groups
 - Real Estate or Development Professionals
 - Community Voices
 - School District Representative
 - University
 - Arts and Culture Representatives
 - Senior or Retiree Representatives
 - Immigrant Support Organizations
 - Faith-Based Leaders
 - Housing Organization or Advocates
 - Environmental Organization or Advocates
 - Other Social Services or Nonprofit Leaders



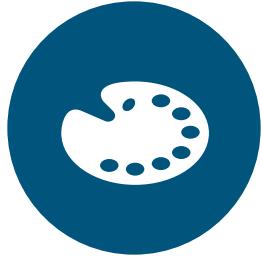
PROCESS



Roads	Proposed	Future Land Use
Major Arterial	—	RR Rural Residential
Minor Arterial	- - -	LDR Low Density Residential
Major Collector	—	MDR Medium Density Residential
Minor Collector	- - -	HDR High Density Residential
Local Street	- - -	MU Mixed Use
Derby Grand Tour	—	C Commercial
Gateway	- - -	BP Industrial/Business Park
Traffic Circle	—	CV Civic
		GC Golf Course
		P Park/Open Space
		GB Greenbelt (floodplain)
		RP Regional Park
		CR Conservation Reserve
		AG Agricultural
		SD Special Development Area
		DR Development Reserve
		AP Accident Potential Zone
		Subdivision Area Boundary



PROCESS



LAND USE TYPES: MEDIUM DENSITY RESIDENTIAL (MDR)

240-300 Acres Needed: About 540 Acres Shown in the Future Land Use Map



DESCRIPTION:

Neighborhoods that incorporate a mix of housing types, including single-family detached, single-family attached, townhouse, duplexes, and small lot single-family. Civic uses would also generally be allowed. For reference, the density of this district is similar to the traditional neighborhoods around high use areas like the Derby Recreation Center.

POTENTIAL ZONING:

- R-1 Single-Family Residential
- R-1A Single-Family/Zero Lot Line Residential
- R-2 Two-Family Residential
- R-3 Multiple-Family Residential (subject to Design Standards)

INTENSITY (DU/A):

4-12 dwelling units per acre

USES:

Restrictive land use, emphasizing a mix of housing styles including single-family detached, single-family attached, duplexes, and townhouses. Limited multi-family development may be allowed with special review, generally compatibility achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations. Civic uses are generally allowed, with special review for higher intensity uses.

FORM:

High level of connectivity between and within developments. Connections to neighborhood commercial services and civic destinations should provide a sense of neighborhood. Developments should have articulated scale and maintain the identity of individual units. Densities should be higher at transition points with other more intensive districts.

COMPATIBILITY [See Design Guides for aids]:

Applies to older established neighborhoods of Derby which have diverse housing types, and in developing areas that incorporate a mix of development types. Projects may be incorporated in a limited way into Mixed-Use areas.



PROCESS



Implementation Workshop

- Next Steps for Implementation
- Establish Criteria
- Phasing and Milestones
- Discuss Partnerships

WHITEWATER

FORWARD

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www.WhitewaterForward.com

Take the monthly polls, drop map pins, come see us at the Roundtable!!

