

WHITEWATER MOVING 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

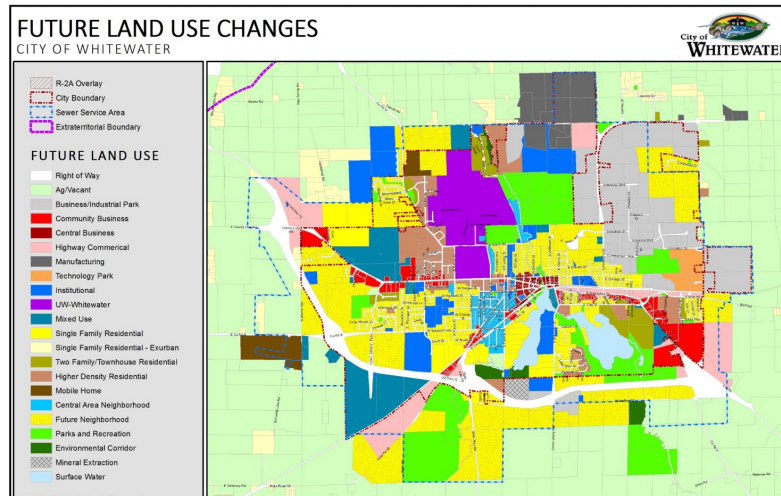
A tool to guide city priorities and directions, including capital improvement programming

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



CITY OF WHITEWATER HOUSING REPORT

February 2022



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

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

Prepared on behalf of:

Cedar Corporation
1695 Bellevue Street
Green Bay, WI 54311

June 30, 2023

PROCESS OVERVIEW

Project Launch



Input



*Today:
Collect and
Analyze Data*



*Tomorrow:
Land Use & Special
Area Concepts*



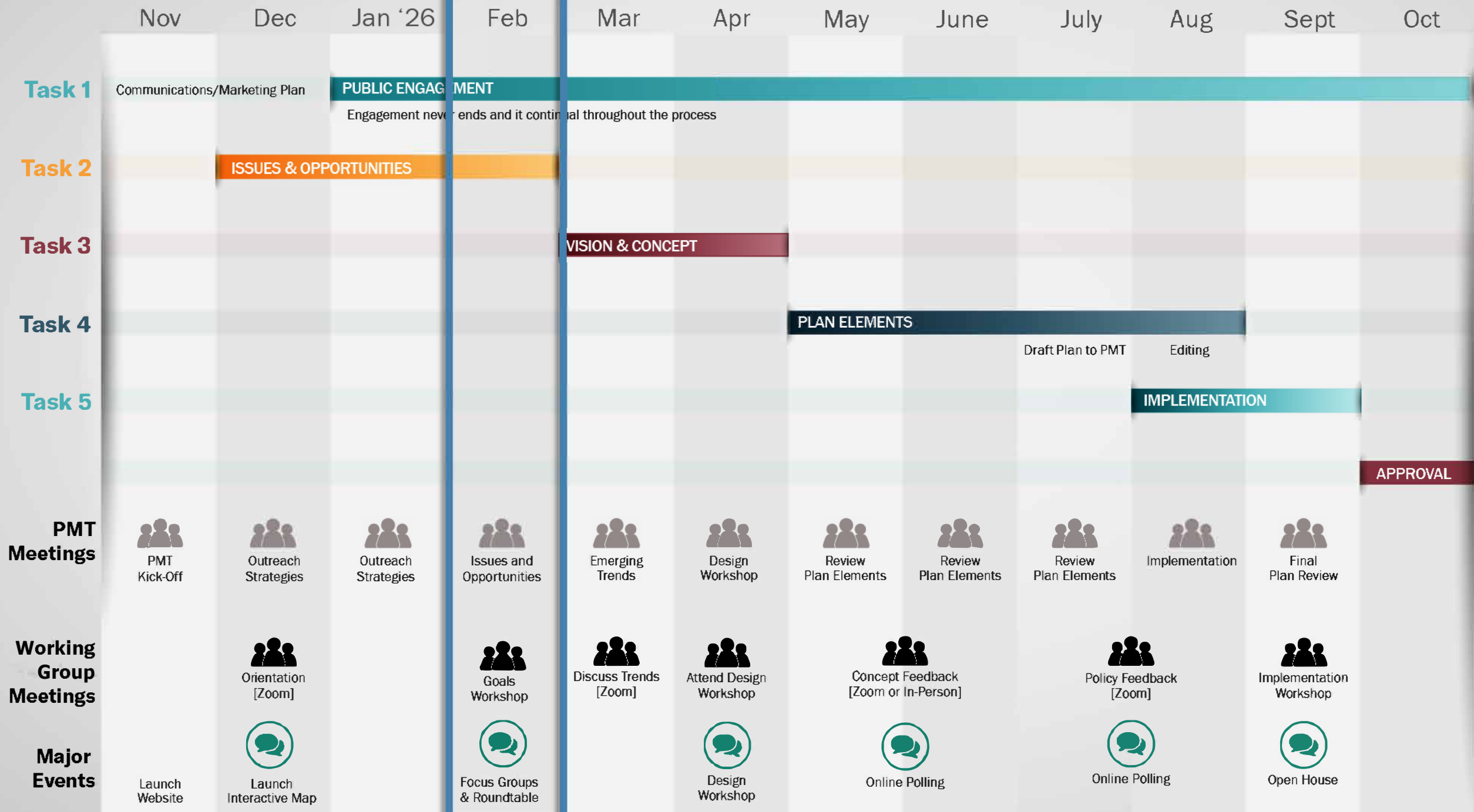
*Tomorrow:
Plan Elements*



Implementation



Approval



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

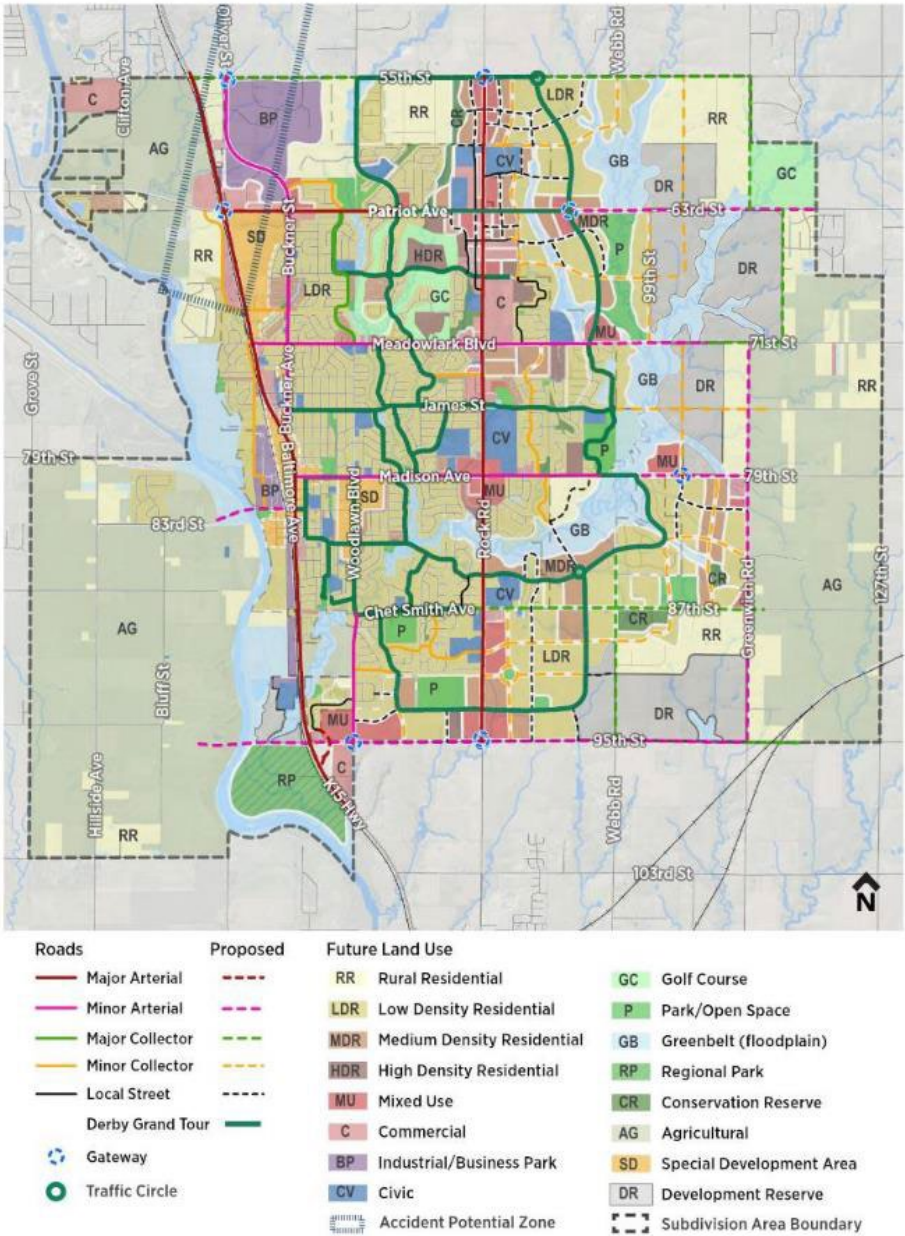
Drop a pin on the interactive map to share your thoughts and ideas for the future of Whitewater!

PROCESS

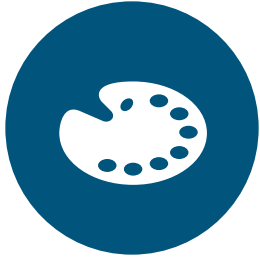
- February/March
 - Local stakeholder discussions
 - Multi-disciplinary
- Groups:
 - Local Government & Planning
 - Council Members
 - Planning Commission Representatives
 - City Planning Staff / Urban Planners
 - County Staff
 - Other department leads based on project focus
 - Business & Economic Development
 - 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



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:

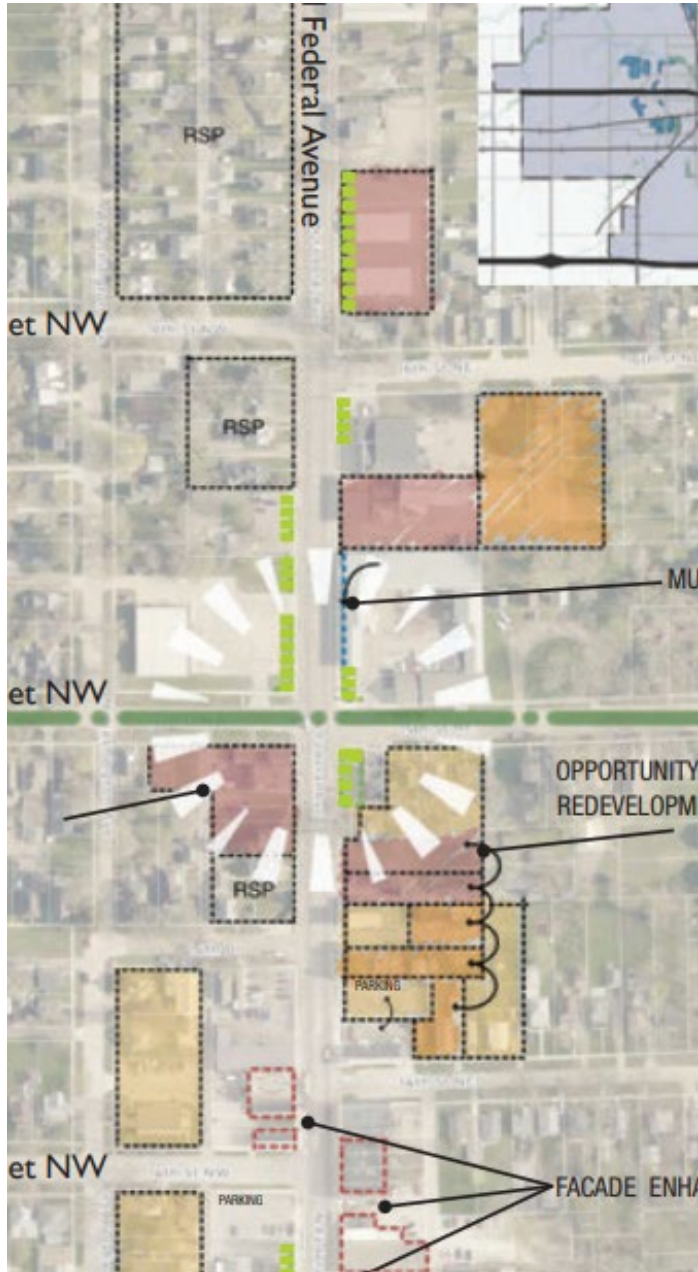
Restrictive land use, emphasizing a mix of housing styles including single-family detached, single-family attached, duplexes, and townhouses. Limited multi-family development may be allowed with special review, generally compatibility achieved through increased attention to traffic circulation and parking, 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 transitions 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!!