

# WHITEWATER FORWARD 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
- Christ Christon - 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

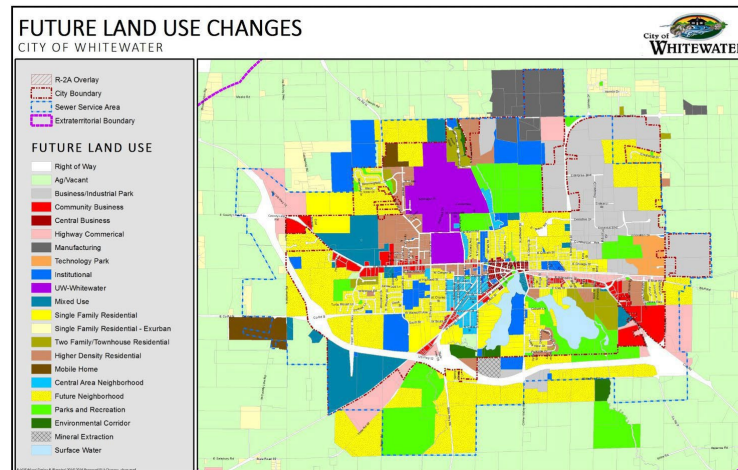
A tool to guide city priorities and directions, including capital improvement programming

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

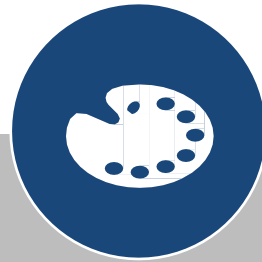
*Project Launch*



*Input*



*Today:  
Collect and  
Analyze Data*



*Tomorrow:  
Land Use & Special  
Area Concepts*



*Tomorrow:  
Plan Elements*



*Implementation*



*Approval*

Nov Dec Jan '26 Feb Mar Apr May June July Aug Sept Oct

**Task 1** Communications/Marketing Plan PUBLIC ENGAGEMENT

Engagement never ends and it continues throughout the process

**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
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**Working Group Meetings**

	Orientation [Zoom]	Goals Workshop	Discuss Trends [Zoom]	Attend Design Workshop	Concept Feedback [Zoom or In-Person]			Policy Feedback [Zoom]	Implementation Workshop	
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**Major Events**

Launch Website	Launch Interactive Map	Focus Groups & Roundtable		Design Workshop	Online Polling			Online Polling		Open House
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# 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

**WHITEWATER**  
**FORWARD**  
**FORWARD**

**MOVING TOGETHER TOWARD 2045**

# 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

**WHITewater FORWARD**  
MOVING TOGETHER TOWARD 2045

English

**Whitewater Forward**

### 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!**

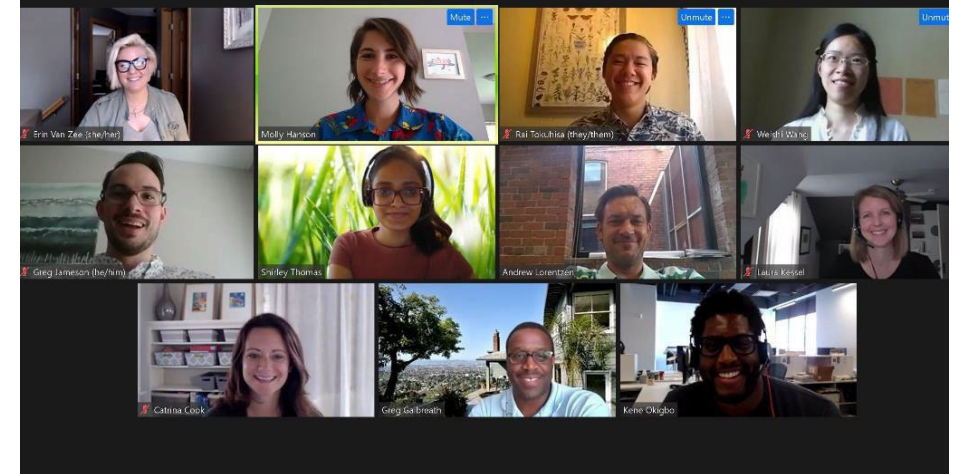
**Open**

### Interactive Map

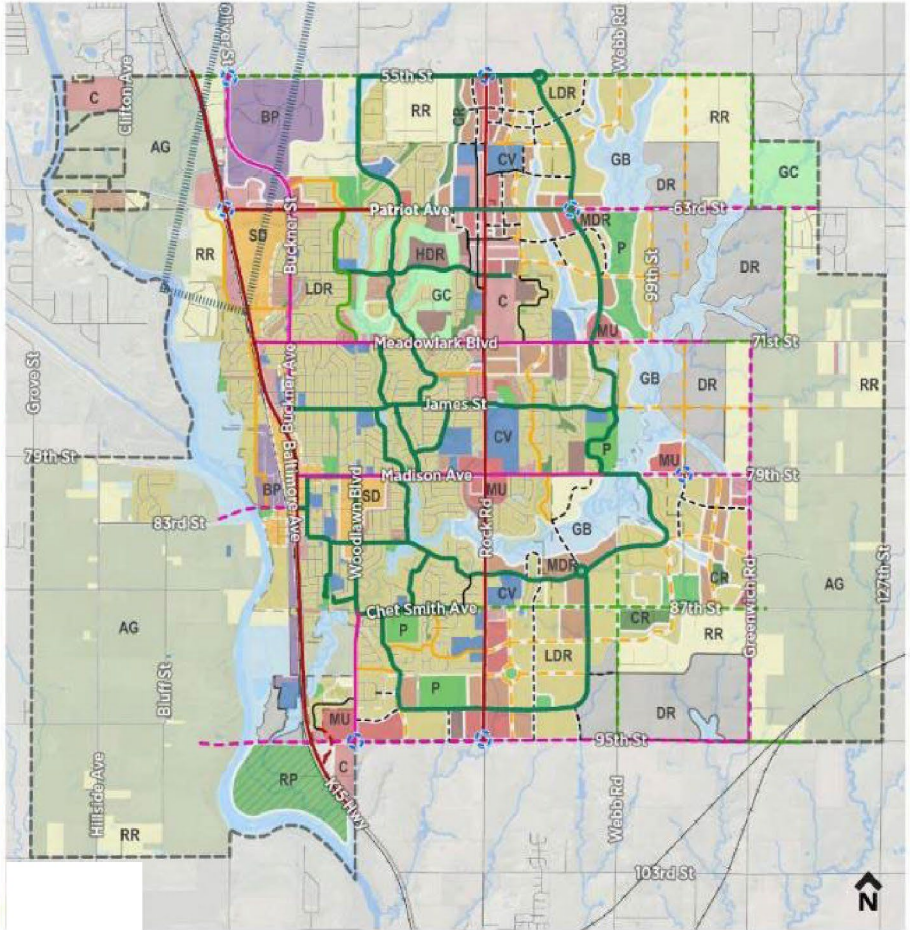
Drop a pin on the interactive map to share your thoughts and ideas for the future of Whitewater!

# 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



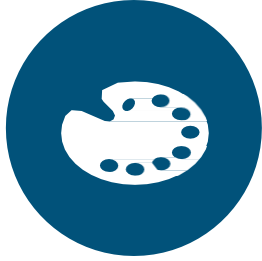
# PROCESS



Road	Proposed	Future Land Use	
Major Arterial	RR	Rural Residential	GC
Minor Arterial	LDR	Low Density Residential	P
Major Collector	MDR	Medium Density Residential	GB
Minor Collector		High Density Residential	RP
Local Street	C	Mixed Use	AG
County Road		Commercial	SO
Gateway		Industrial/Business Park	OR
Traffic Circle		Civic	Subdivision/Lease Boundary
		Acidim Potential Zone	



# 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:

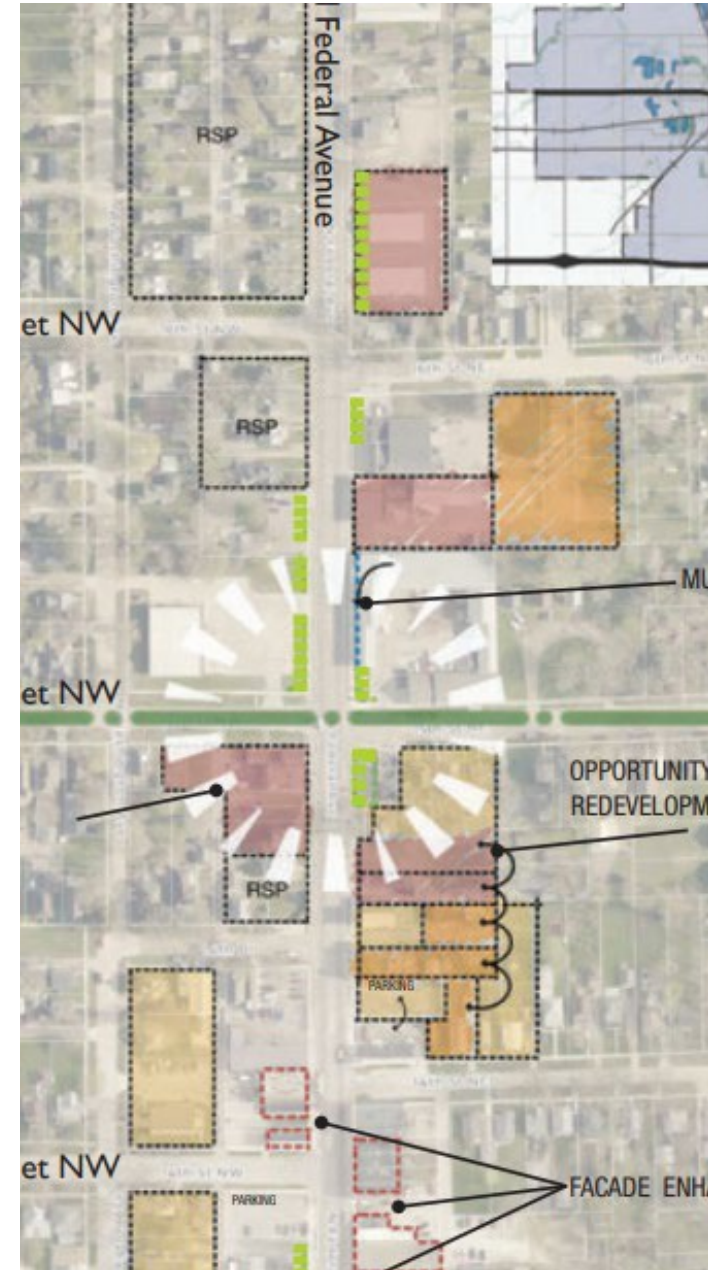
Restrictive land use, emphasizing a mix of housing styles including single-family detached, single-family attached, duplexes, and townhouses. Limited multi-family development may be allowed with special review, generally compatibility achieved through increased attention to traffic circulation and parking,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

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[www.WhiteWaterForward.com](http://www.WhiteWaterForward.com)

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