



Joint Common Council and Plan and Architectural Review Commission

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190

*In Person and Virtual

Thursday, September 24, 2026 - 6:00 PM

MINUTES

CALL TO ORDER

Meeting called to order at 6:00 P.M.

ROLL CALL

PRESENT

Councilmember Michael Smith
Councilmember Steven Sahyun
Councilmember Neil Hicks
Councilmember Gavin Kelleher

ABSENT

Council President Patrick Singer
Councilmember Brian Schanen
Councilmember Orin Artsmith

PLAN AND ARCHITECTURAL REVIEW COMMISSION

PRESENT

Board Member Sherry Stanek
Co-Chairman Lynn Binnie

ABSENT

Board Member Marjorie Stoneman
Board Member Tom Miller
Board Member Bruce Parker
Board Member Carol McCormick

STAFF

Mason Becker, Community Development Director
Liana Dostie, Zoning Specialist

ROG Design & Planning

Charlie Cowell, AICP Partner

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

A councilmember can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Council to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

Motion made by Councilmember Smith, Seconded by Councilmember Kelleher.

Voting Yea: Councilmember Smith, Councilmember Sahyun, Councilmember Hicks, Councilmember Kelleher, PARC Co-Chairman Binnie, PARC Board Member Stanek

HEARING OF CITIZEN COMMENTS

No formal Council action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. 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 Council discusses that particular item.

To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

None

CONSIDERATIONS

1. Community Development Director Becker provided a background to the project and that this is a draft and not a finalized document.

ROG Cowell provided a presentation and explanations of the current draft of the Whitewater Forward Comprehensive Plan. It is recommended that Plan should be reviewed annually.

Sahyun asked about are there other business growth zones outside of the business park.

ROG Cowell stated it would be the business park, downtown and gateway areas.

Stanek stated the plan was nicely done, liked the mobility plans.

Smith talked about if the property tax rates could be maintained at the 2026 if these plans are implemented. Can we create a tool to project the tax impact of certain economic development. Asked about if that was the direction to drive that lower or is this a discussion we need to have relating to policy.

Kelleher asked about the development pushing to other areas.

Sahyun asked about potential North/South Development.

Hicks asked about the maps being accessible on internal GIS. Bypass is an untapped resource.

Community Development Director Becker conformed that the maps would be added to the internal GIS.

Kelleher asked about more housing development on east side.

David Stone 303 Ann Street asked that the FEMA maps and associated should be used. He provided a handout to members of the boards.

FUTURE AGENDA ITEMS

None.

ADJOURNMENT

Meeting adjourned at 6:54 pm.

Motion made by Councilmember Smith, Seconded by Councilmember Sahyun.

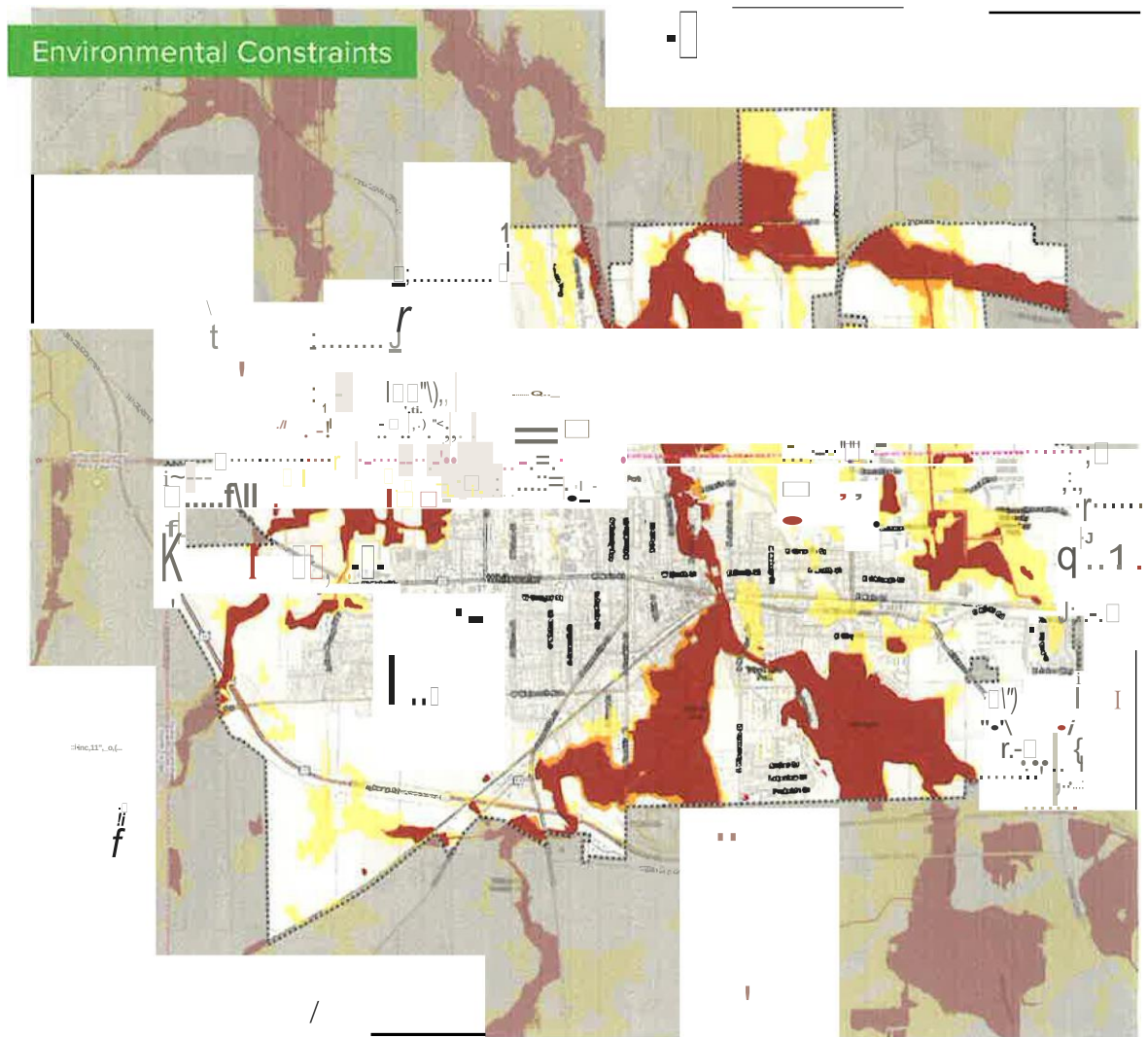
Voting Yea: Councilmember Smith, Councilmember Sahyun, Councilmember Hicks, Councilmember Kelleher, PARC Co-Chair Binnie, PARC Boardmember Stanek.

ENVIRONMENTAL FACTORS

Developmental suitability considers areas that should be preserved and/or receive special considerations during development. It includes the FEMA 100-year and 500-year floodplains, floodways, wetlands, water quality protection zones, hydric soils, and steep slopes. Areas with these characteristics are best left undeveloped and reserved for preservation, recreation, or agriculture.

- **Major Risks (Red).** Areas within the FEMA 100-year floodplain, floodways, and wetlands are best left reserved for preservation, greenways, recreation, or agriculture.
- **Higher Risks (Orange).** These area should consider localized, low-impact development. This includes areas such as the 500-year floodplain and steep slopes.
- **Minor Risks (Yellow).** These areas may be developed, but developers should be mindful of development impacts on the land and surrounding areas, and design in a way that help mitigate potential negative impacts.

- FEMA Floodway, 100-Year Floodplain
FEMA 500-Year Floodplain
Hydric Soils and Steep Slopes



Source: FcivIA USGS