

WHITEWATER FORWARD FORWARD

MOVING TOGETHER TOWARD 2045

COMPREHENSIVE PLAN

Draft Plan Review

PURPOSE OF TODAY

Think about...

- Are there any priorities that are missing?
- What are the things we absolutely must accomplish to build momentum and public confidence?

COMPREHENSIVE PLANNING REFRESHER

Whitewater Forward is...

1. A Shared Vision
2. Guidance for Decision Makers
3. Legal Basis for Land Use Regulations

Whitewater Forward Is Not...

1. A Development Plan - individual landowners still lead property development.
2. A Zoning Map - instead, it informs and guides zoning decisions.
3. Static or Rigid - the Plan should change with the changing conditions over time.
4. A Capital Improvement Plan - the Plan guides priority investments, but does not prescribe public investment decisions.
5. Only for the City - all residents, organizations, and stakeholders with a vested interest in Whitewater should want to advance the Plan.

AGENDA

- Plan Process Overview
- Plan Elements
- Review and Feedback Schedule

PURPOSE OF WHITEWATER FORWARD

City Official

Your guide to evaluate and develop projects, policy, ordinances, and programs.

Property Owner

Your guide to Whitewater's priorities and what you can expect around your property.

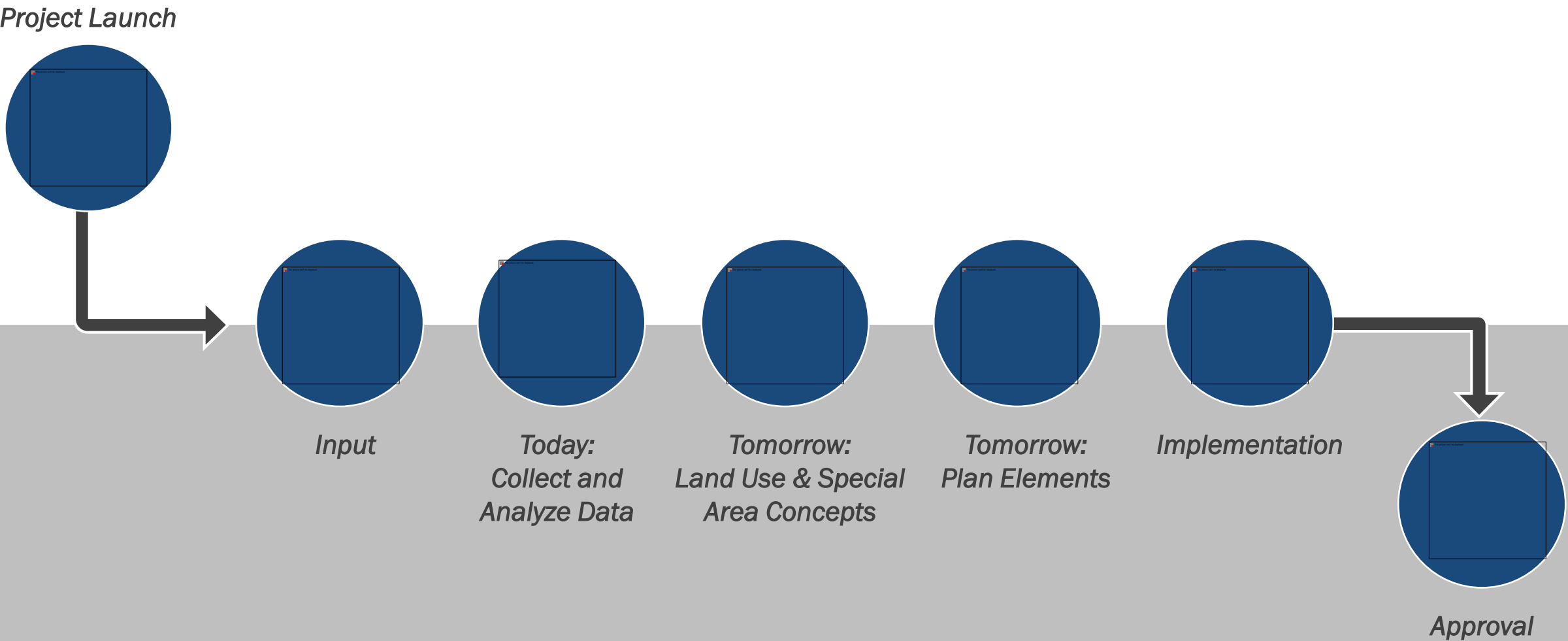
Developer

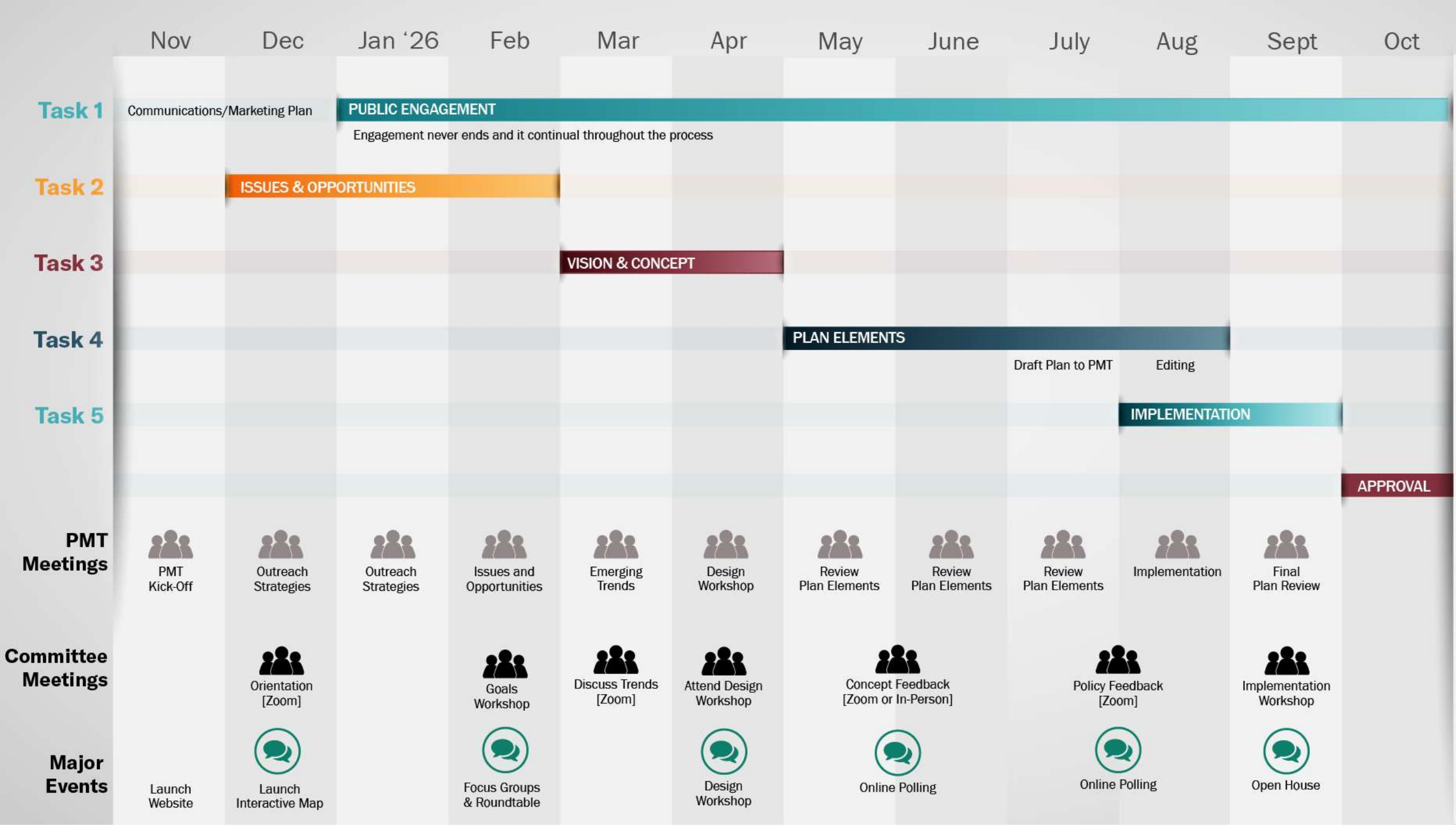
Your guide to future growth priorities, market realities, projects, and inspiration.

Visitor

Your guide to all that Whitewater has to offer today and for the future.

PROCESS OVERVIEW





PROCESS OVERVIEW > Engagement

Plan Working Group

Elizabeth Anderson

Generac

Orin Artsmith

Common Council

Lynn Binnie

*Plan and Architectural
Review Commission*

Christ Christon

*CDA and local business
owner*

Corey Davis

*Kiwanian, University of
Wisconsin-Whitewater*

Benjamin Freiermuth

WRA

Dave Friend

Whitewater School

District

Rebecca Goodacre

*Whitewater Chamber of
Commerce*

Neil Hicks

Common Council

Brian Shanen

Common Council

Sherry Stanek

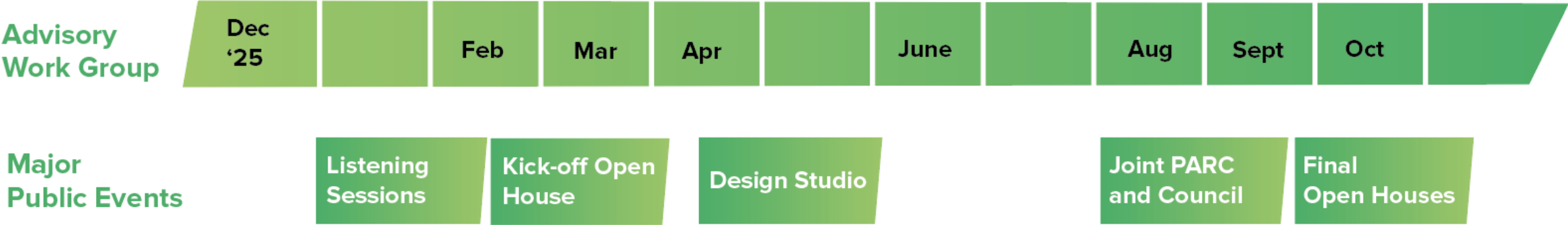
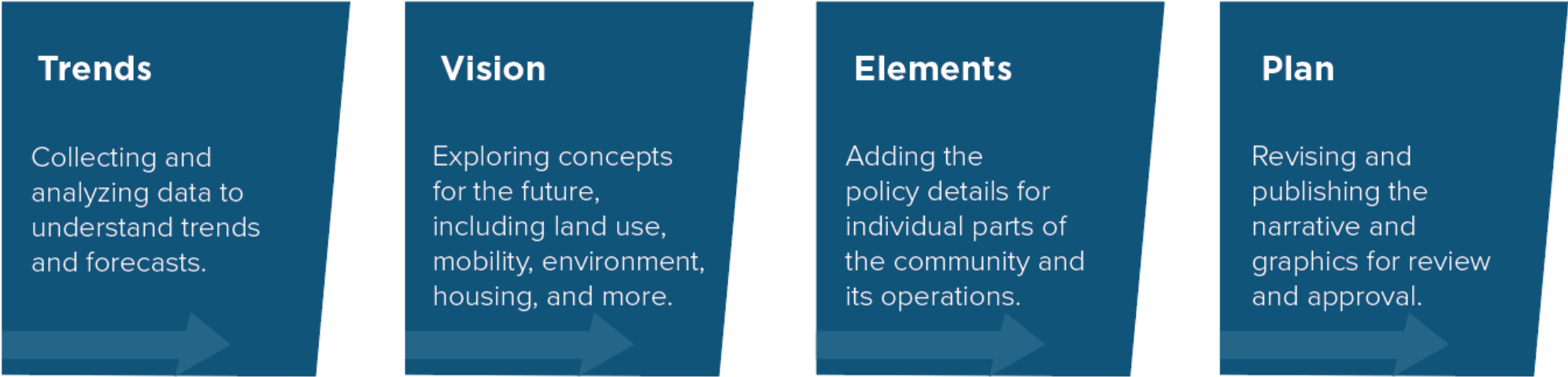
*Plan and Architectural
Review Commission*

Terry Tumbarello

*University of Wisconsin
- Whitewater Executive
of Housing*



PROCESS OVERVIEW > Engagement

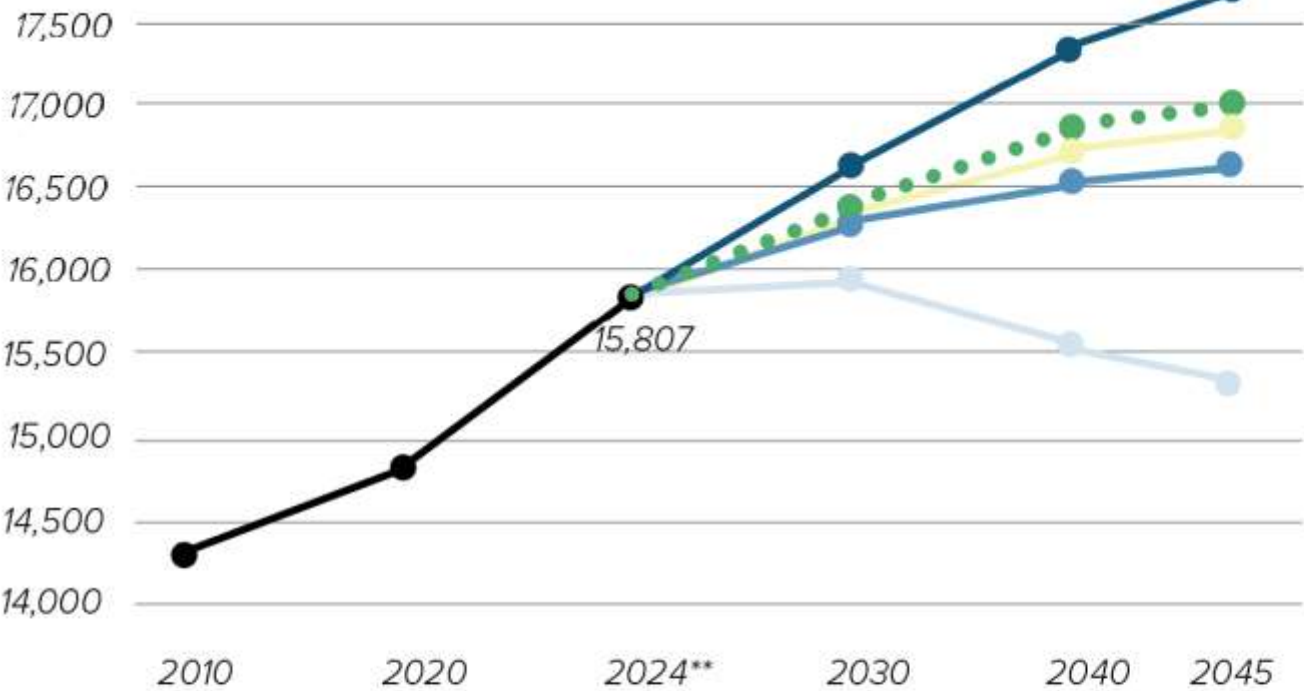


AGENDA

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- **Plan Elements**
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PLAN ELEMENTS > Land Use

Figure 1: Population Possibilities, 2045*



*With student population in Whitewater growing 6% total by 2030, then flattening

**Some of the 2020-2024 growth is student enrollment growth coming back from the Pandemic

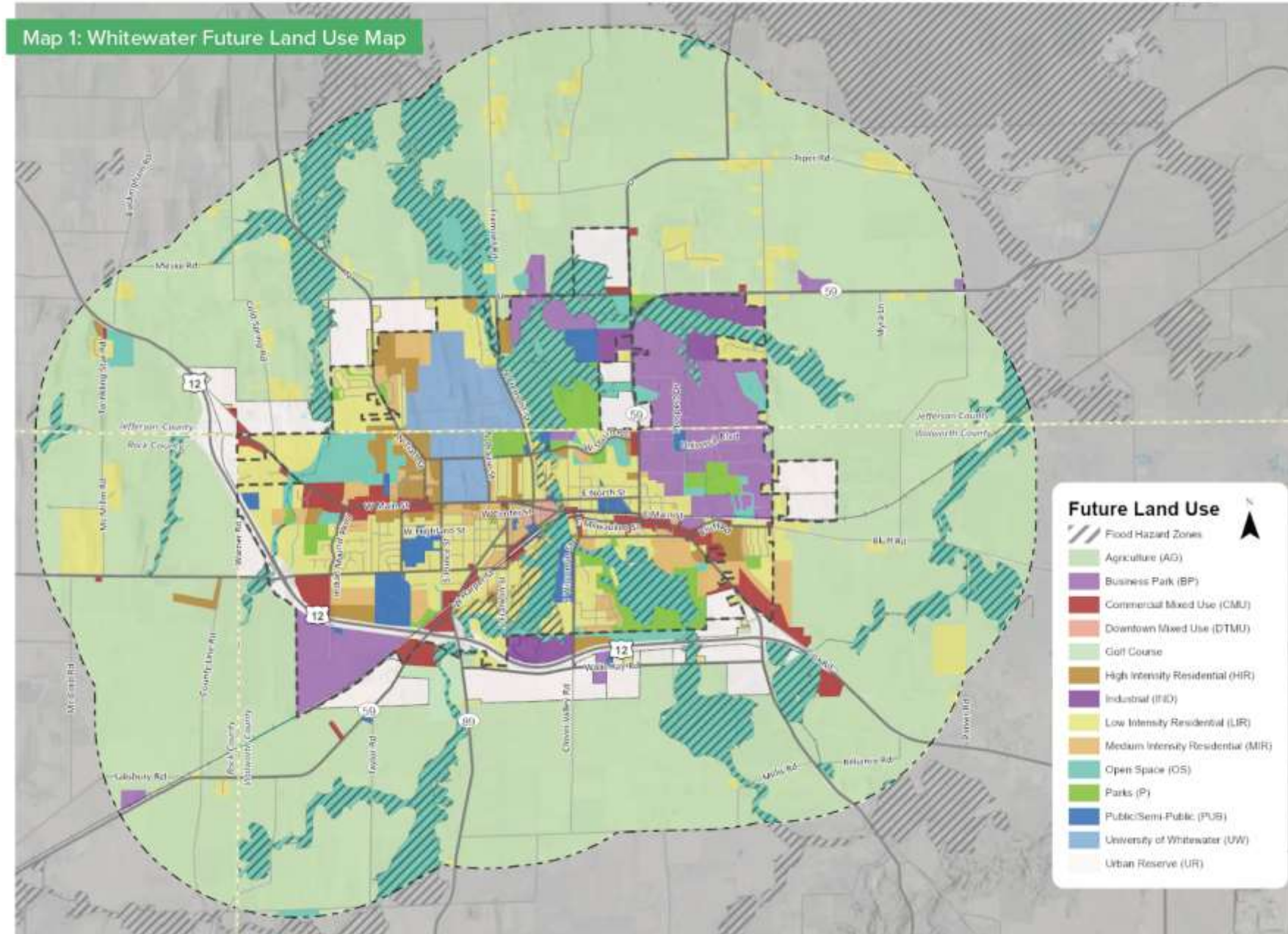
17,745	17,003	16,880	16,680	15,332
0.75% 2017	0.40%	0.34% 2010-	0.24% 2024	-0.49% Wis.
Comp. Plan	Whitewater	2020 Census	Rental	Dept of
Rate	Forward Rate**	Trend	Market Study	Administration

PLAN ELEMENTS > Land Use

Basis for Land Use
Decisions

A Generalized Map

Property Owners
Initiate



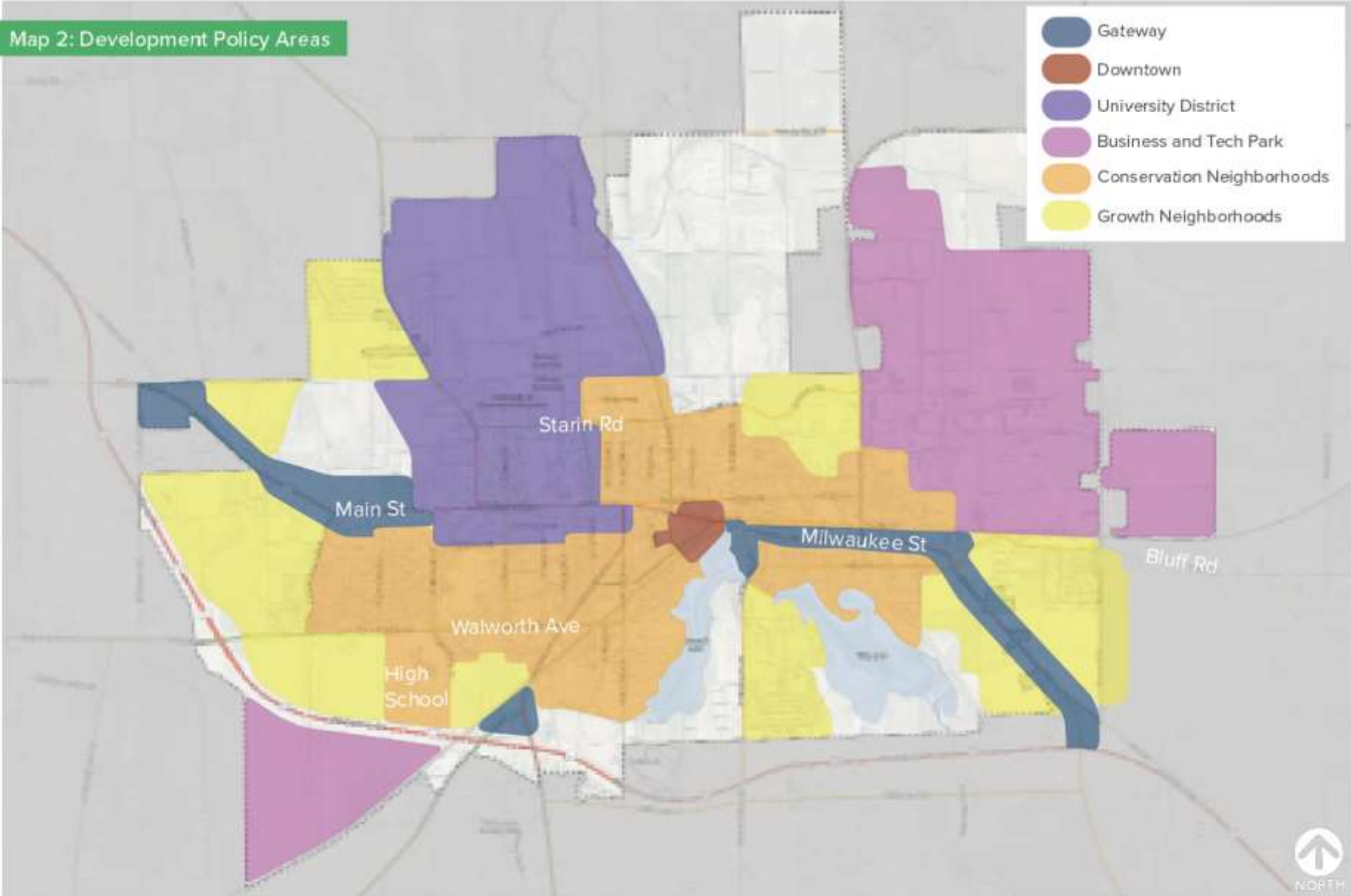
PLAN ELEMENTS > Land Use

Future Land Use

-  Flood Hazard Zones
-  Agriculture (AG)
-  Business Park (BP)
-  Commercial Mixed Use (CMU)
-  Downtown Mixed Use (DTMU)
-  Golf Course
-  High Intensity Residential (HIR)
-  Industrial (IND)
-  Low Intensity Residential (LIR)
-  Medium Intensity Residential (MIR)
-  Open Space (OS)
-  Parks (P)
-  Public/Semi-Public (PUB)
-  University of Whitewater (UW)
-  Urban Reserve (UR)

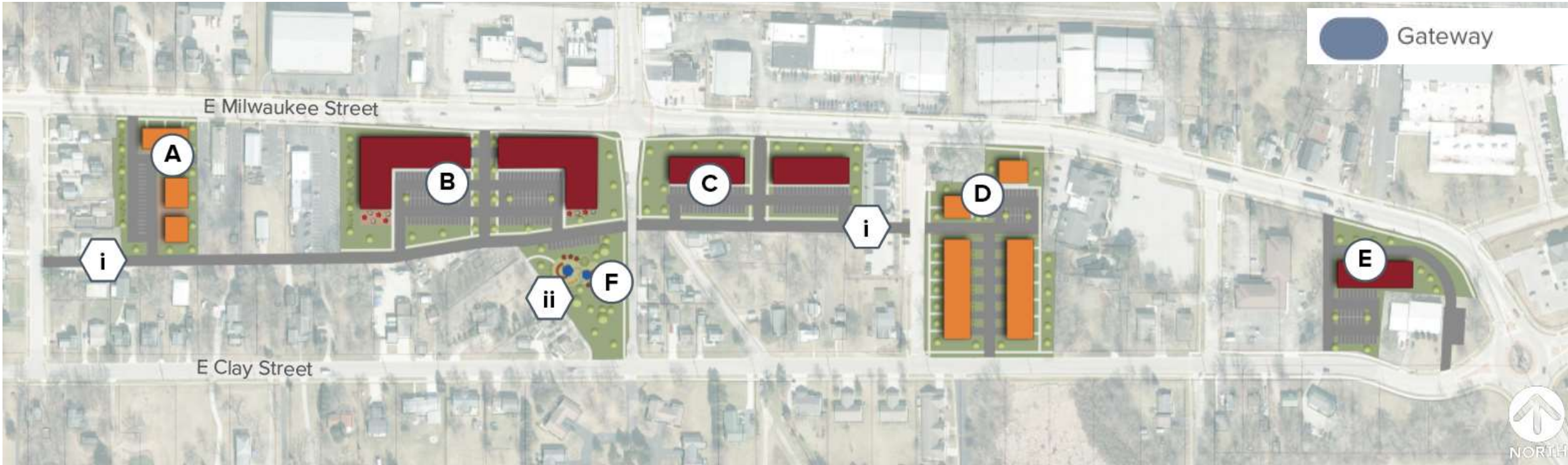


PLAN ELEMENTS > Development Policy Areas



PLAN ELEMENTS > Development Policy Areas

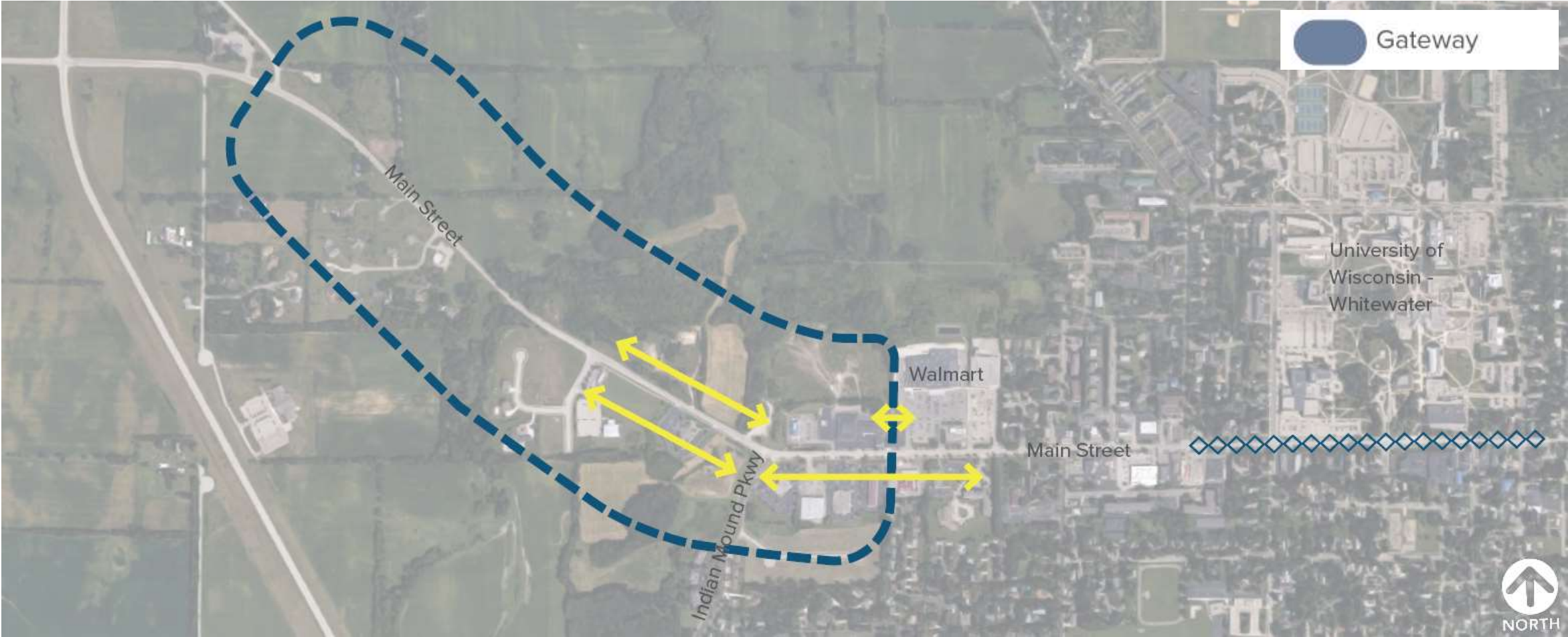
Milwaukee Street Application



The concept illustrates a test-fit scenario for coordinated redevelopment, assuming the City plays an active role in advancing economic development initiatives.

PLAN ELEMENTS > Development Policy Areas

West Main Street Application



The image shows examples that apply policy approaches. It is not a development proposal or specific design requirement.

PLAN ELEMENTS > Development Policy Areas

Downtown

- i. Whitewater Plaza
- ii. Center Street
- A. Center Street Site
- B. Forest Avenue Site
- C. Whitewater Street Site
- D. Car Dealership Site
- E. Jefferson Street Site
- F. Main Street Gateway Sites

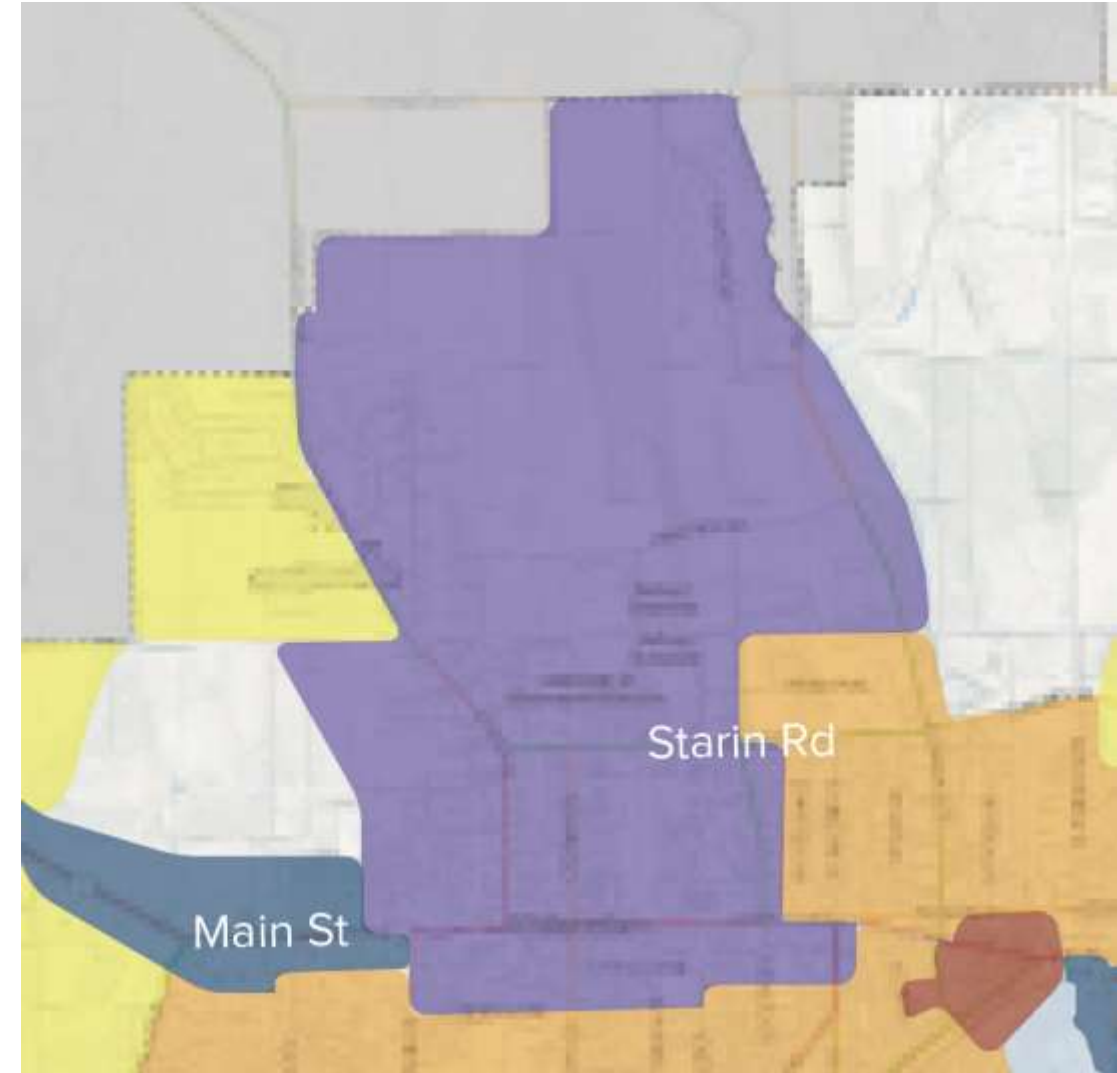


The image shows examples that apply policy approaches. It is not a development proposal or specific design requirement.

PLAN ELEMENTS > Development Policy Areas

University District

- Ensure that redevelopment and infill developments provide transitions between land use intensities.
- Comply with designated neighborhood historic districts or city adopted neighborhood plan standards.
- Connect pedestrian and bicycle features to destinations, including Downtown.
- Focus commercial uses in mixed-use developments along Main Street.
- Apply resources for code enforcement and public property maintenance.
- Work in partnership with the University.
- Plan for the transition of homes split up for student housing back to resident housing if enrollments drop.

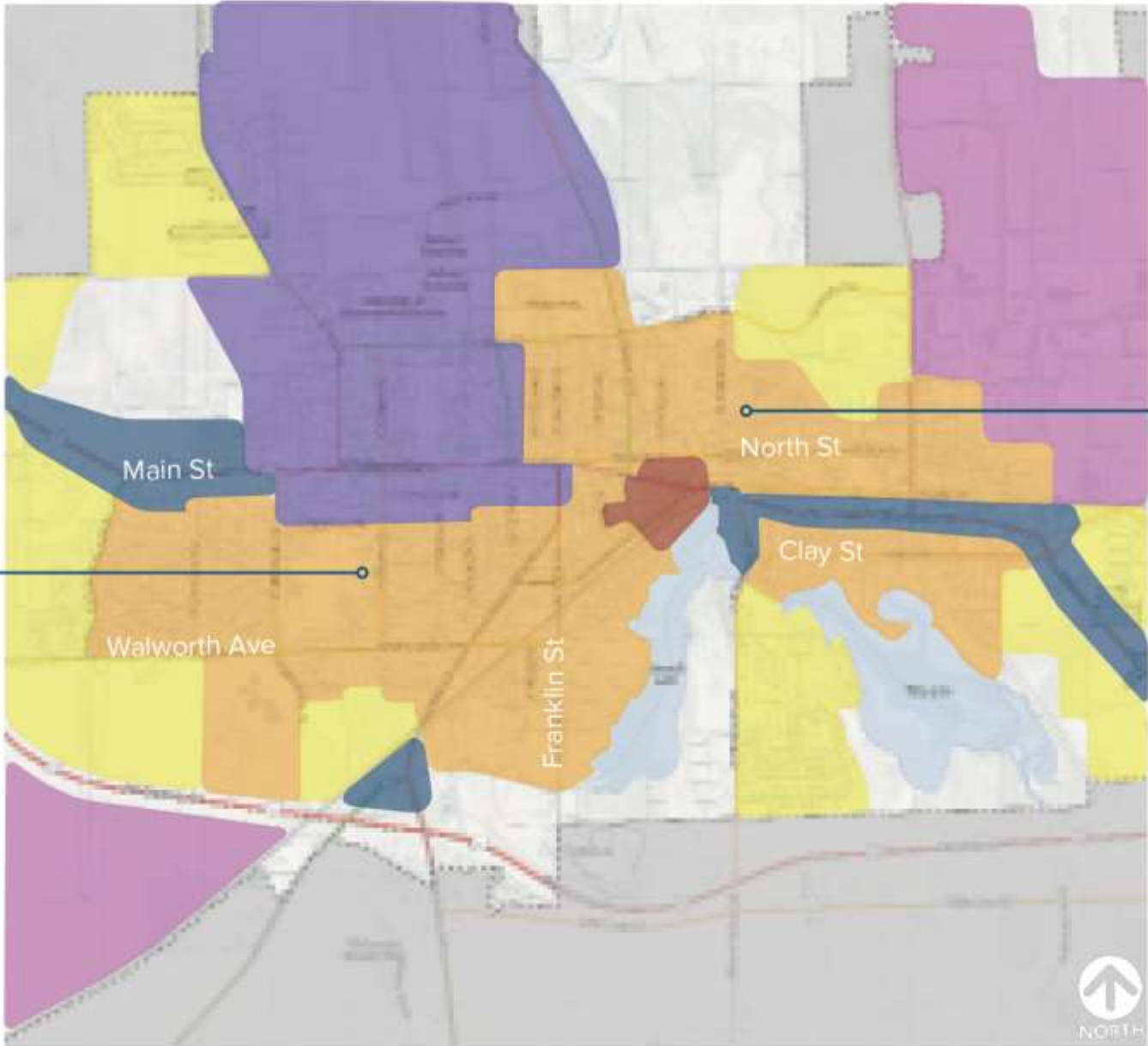


PLAN ELEMENTS > Development Policy Areas

Conservation Neighborhoods

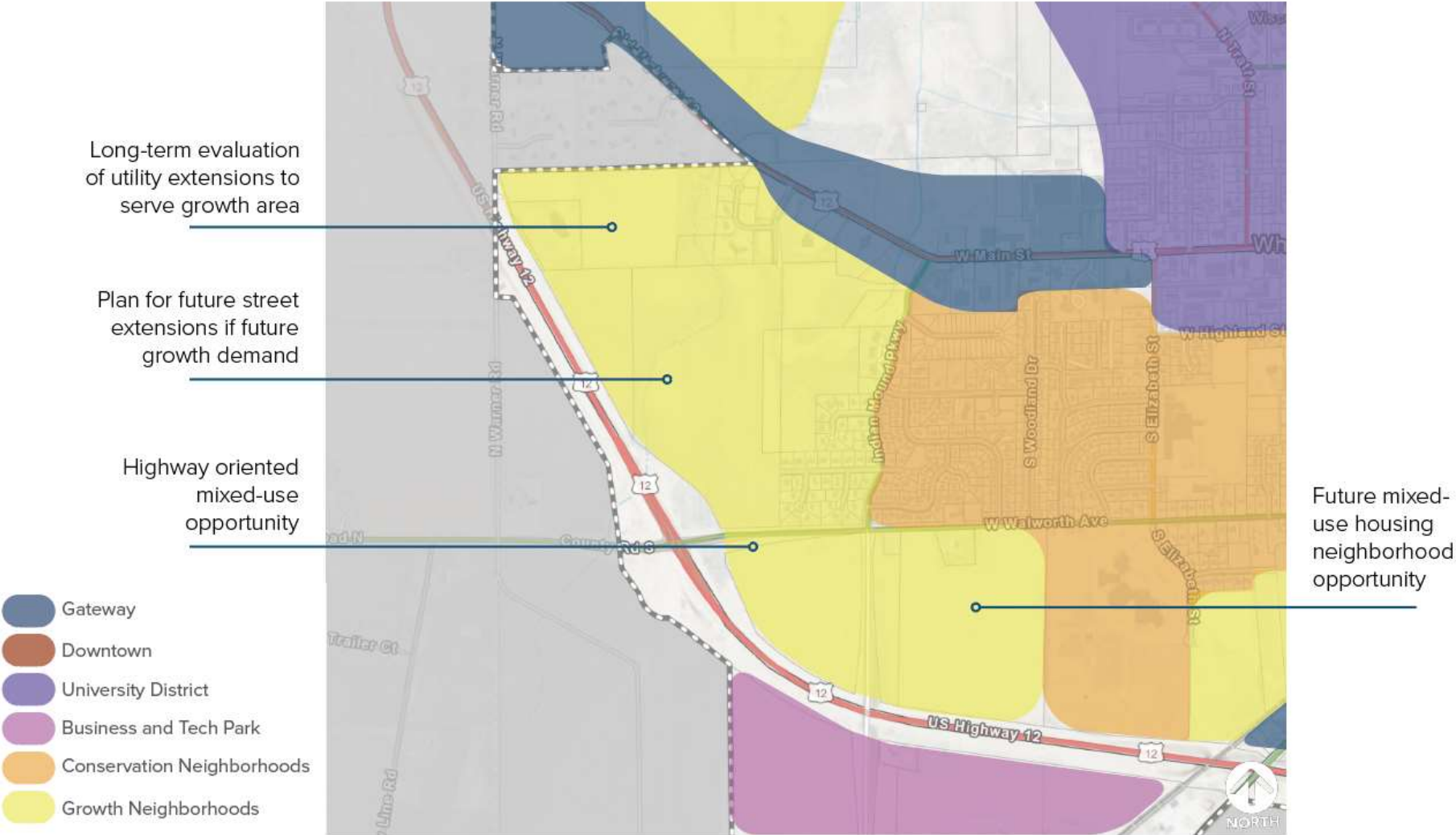
Ensure infill development
is compatible with
neighborhood
characteristics

Starting point for
targeted rehabilitation
programs



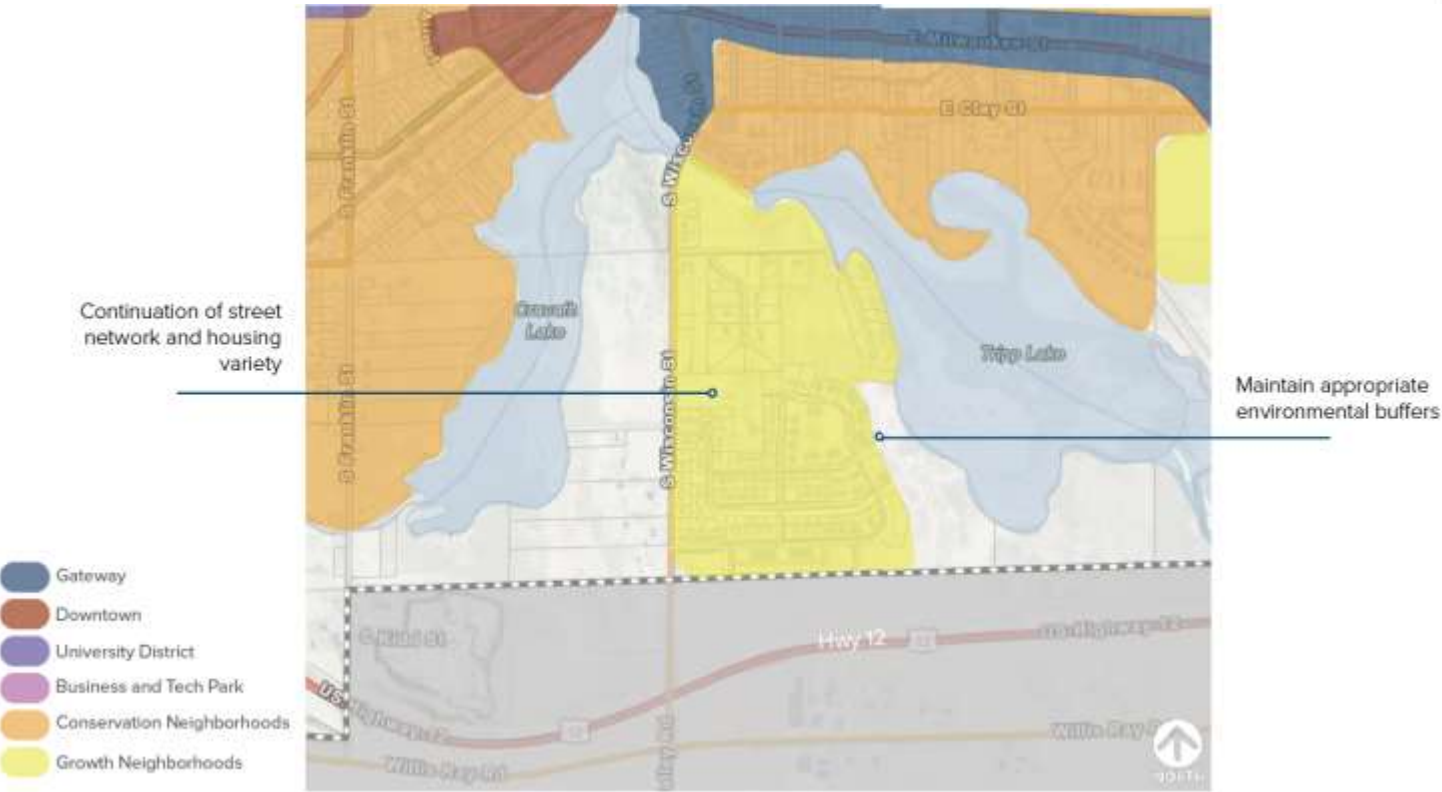
PLAN ELEMENTS > Development Policy Areas

Growth Neighborhoods



PLAN ELEMENTS > Development Policy Areas

Growth Neighborhoods



PLAN ELEMENTS > Mobility

Three Points about the Future Mobility Plan:

- Big Picture
- Flexible
- Working with Property Owners



PLAN ELEMENTS > Neighborhoods

- Have housing types for people in all stages of life and income ranges.
- Preserve the existing housing stock.
- Support housing needs through partnerships, policy, and public incentives.

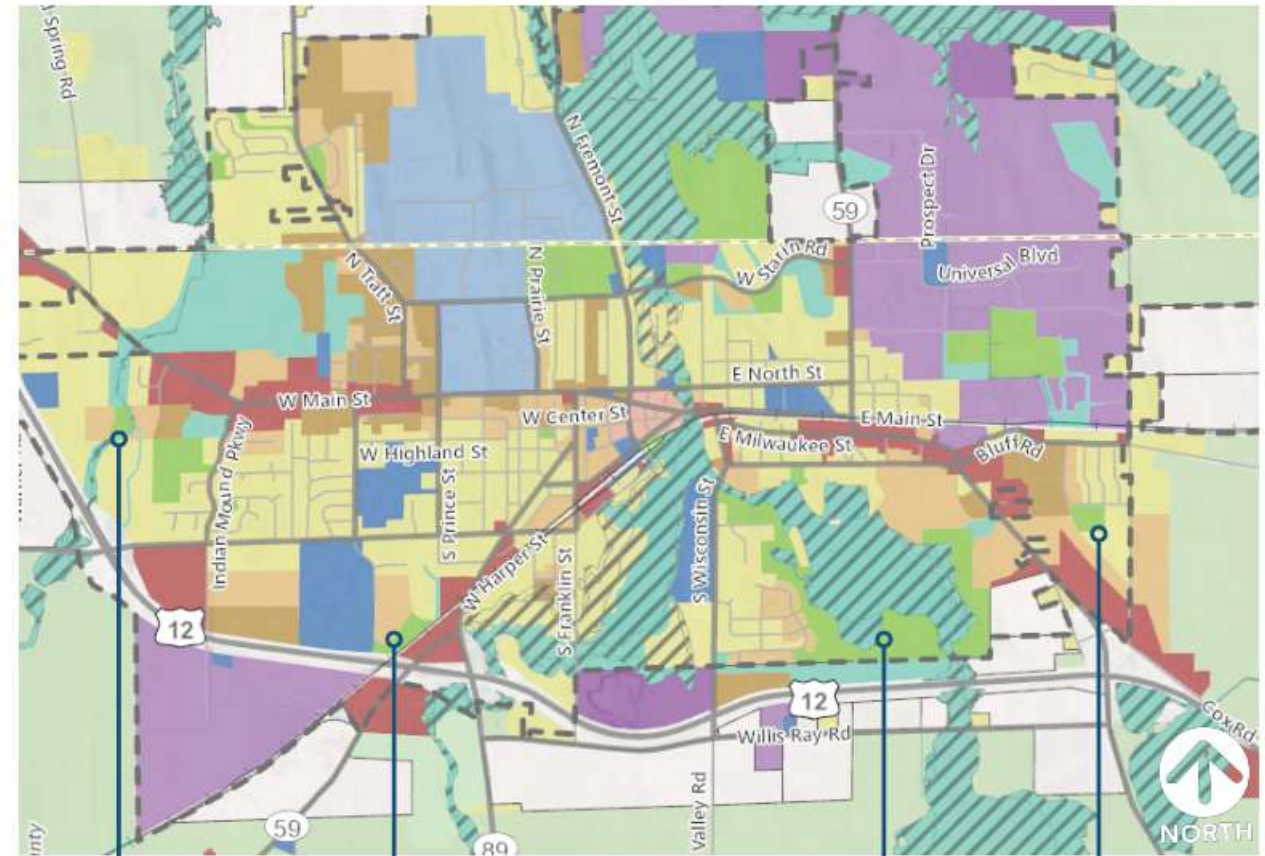
Housing should be treated as infrastructure and economic development, using incentives when necessary for projects that fill community needs.



PLAN ELEMENTS > Parks, Recreation, & Nature

- Provide places where residents, employees, and visitors can gather, be active, and build social connections.
- Maintain natural areas, parks, and open spaces that provide a system of interconnected trails and greenways.
- Build partnerships that share a diverse supply of recreation options.
- Budget responsibility for maintenance and improvement needs.

Future Land Use Map



Park need if new neighborhoods develop west

Park or open space opportunity with neighborhood growth around the high school

Continuation of Tripp Lake open space access

Reservation of land for East Gate Park expansion with neighborhood growth

WHITEWATER
FORWARD
 MOVING TOGETHER TOWARD 2045

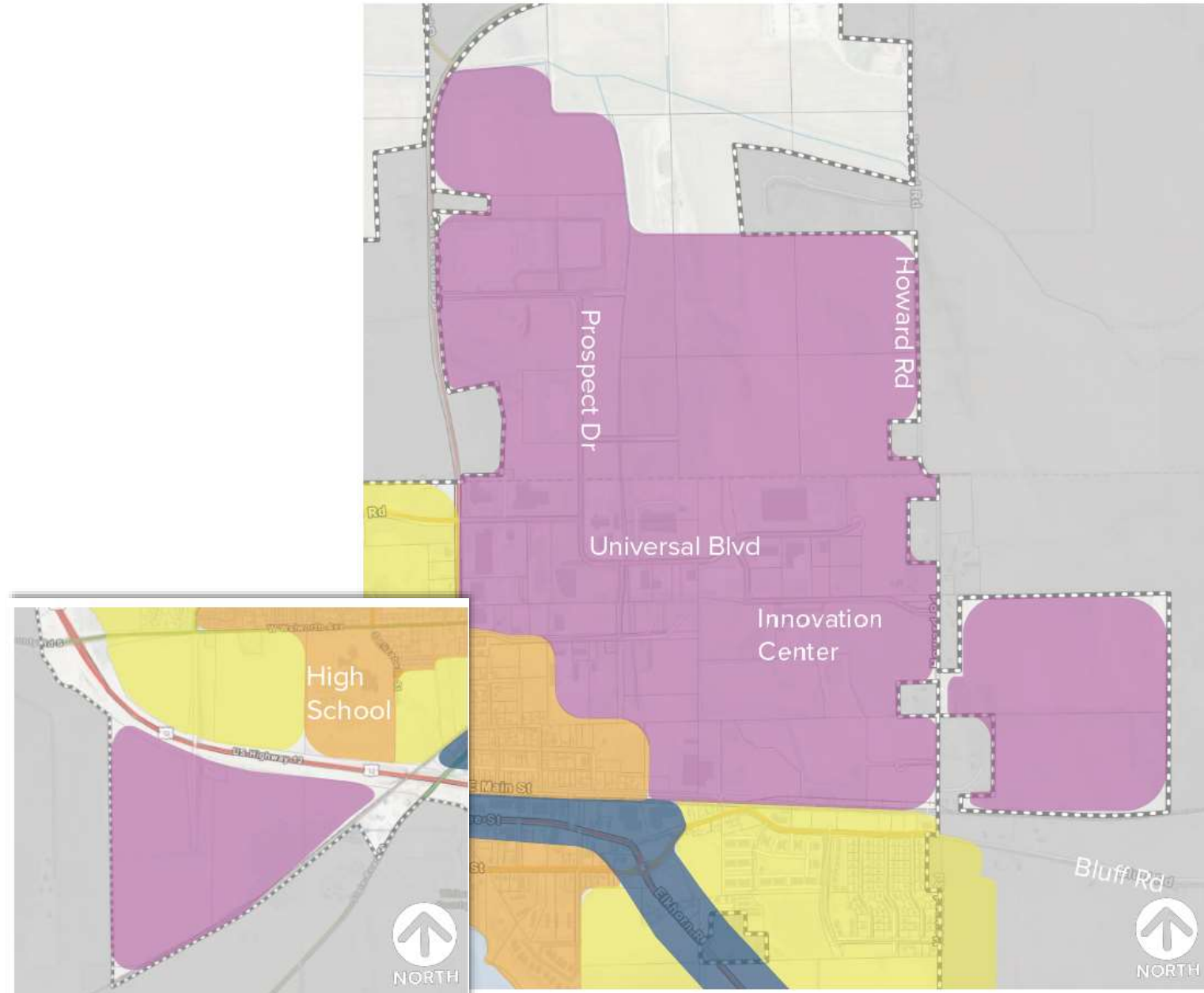
Map 7: Regional Trail Priorities

This map illustrates the regional trail network around the University of Wisconsin-Stevens Point campus. The map is color-coded to show different trail priorities: green for high priority, yellow for medium priority, and red for low priority. The map includes major roads like US-12, US-59, and US-89, as well as local streets like N Main St, W Main St, and E Main St. The map also shows the locations of the University of Wisconsin-Stevens Point campus, the Stevens Point Public Library, and the Stevens Point Community Center. A north arrow is located in the bottom right corner.



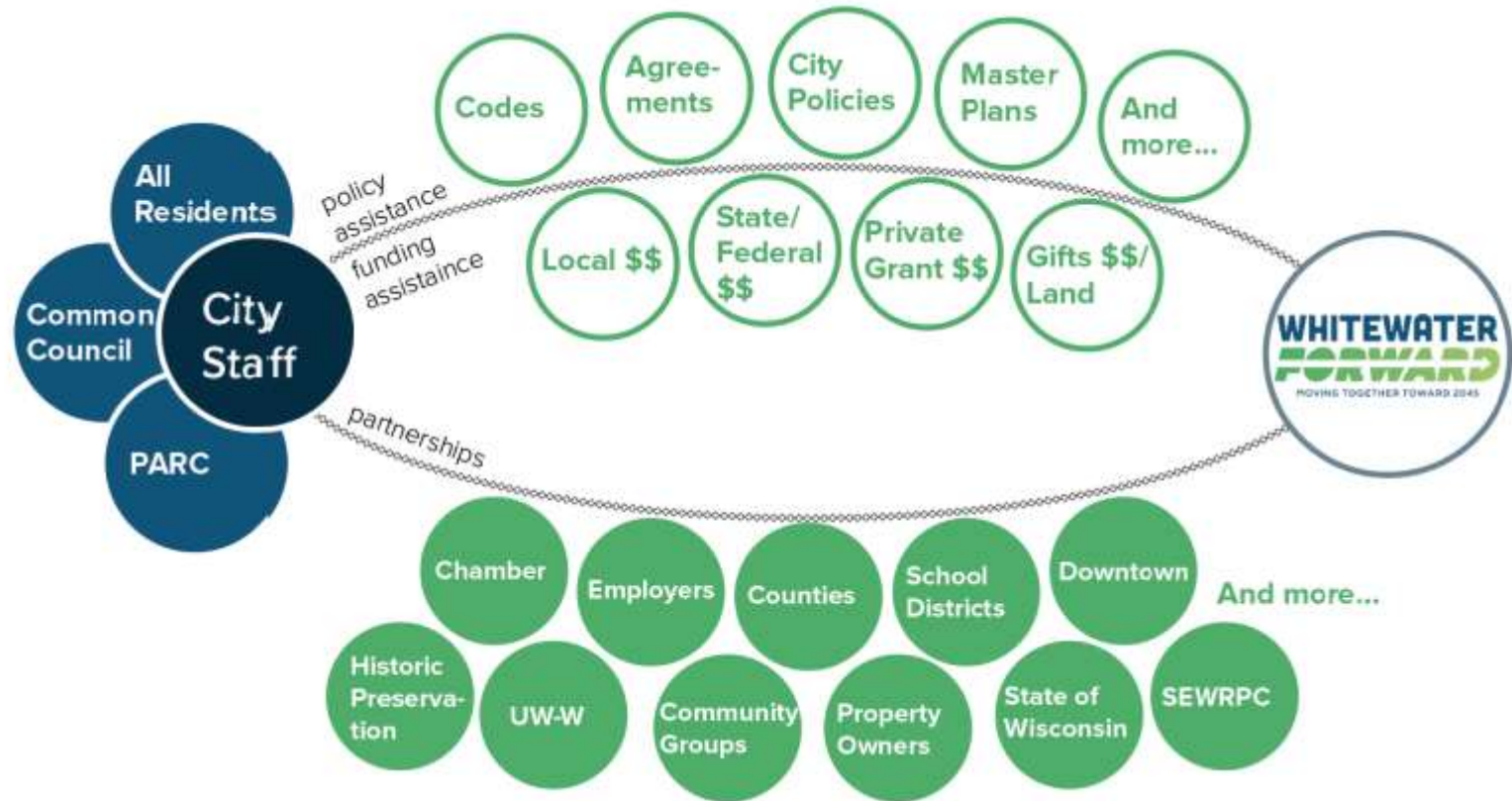
PLAN ELEMENTS > Economic Prosperity

- Support and fill the Whitewater Business and Technology Park
- Be attractive and well-functioning for a range of industrial enterprises
- Have a diverse, year-round economy that attracts and retains employment, young professionals, entrepreneurs, and businesses
- Complement Downtown development policy directions



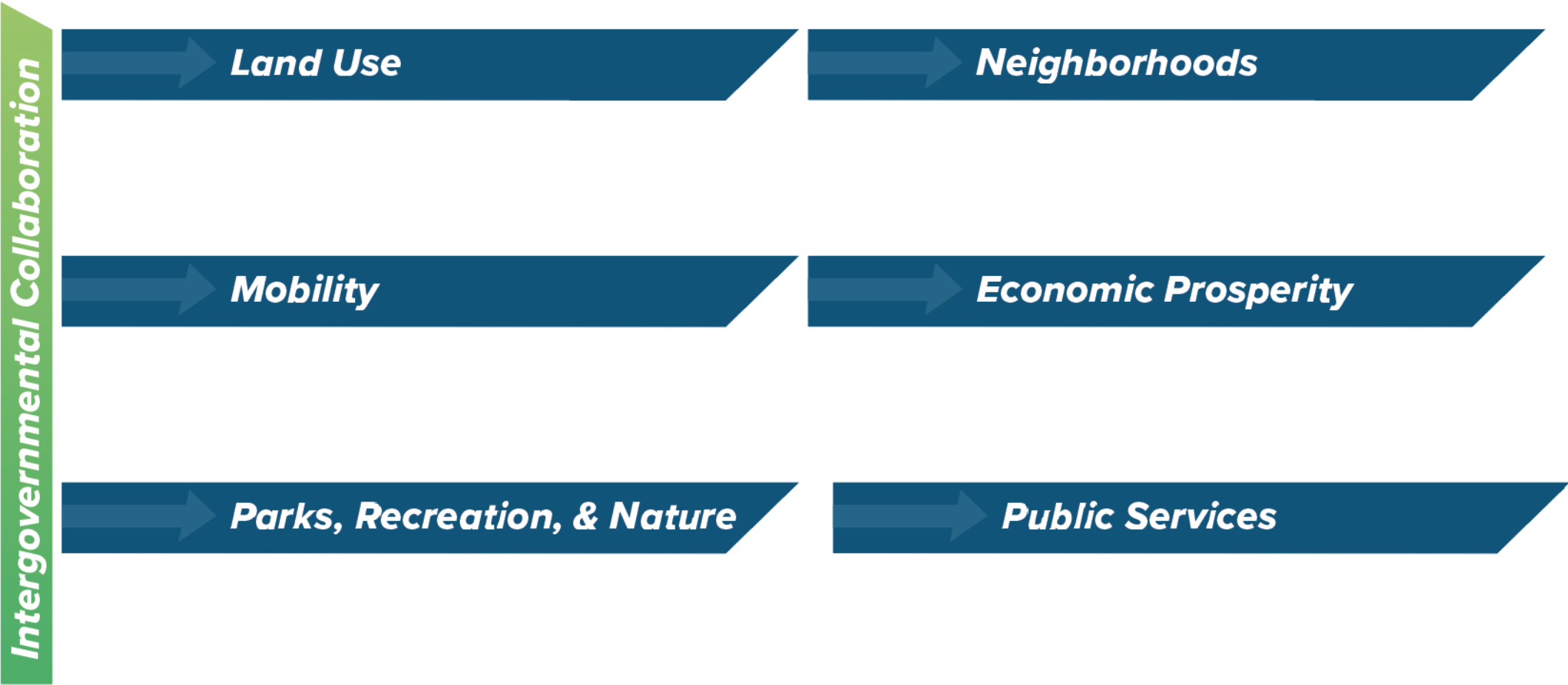
PLAN ELEMENTS > Public Services

- Be transparent and openly collaborate with residents, businesses, and partners
- Responsibly invest in public facilities and infrastructure that strategically encourage private sector investment
- Grow in a way that supports efficient and cost-effective delivery of services
- Partner with other organizations to share facilities and services



PLAN ELEMENTS > Implementation

Partners in Implementation: Intergovernmental Collaboration in Whitewater Forward



AGENDA

- Plan Process Overview
- Plan Elements
- **Review and Feedback
Schedule**

REVIEW AND FEEDBACK SCHEDULE

- Draft Plan is Posted on Project Website
- Receiving Feedback
- Make Edits, if necessary
- Begin Approval Meetings - November

Think about...

- Are there any priorities that are missing?
- What are the things we absolutely must accomplish to build momentum and public confidence?

