

September 24, 2026

To: Common Council and Plan and Architectural Review Commission

CC: City Manager

From: Mason Becker, Community Development Director

Memo re: Joint Meeting to Review Draft of “Whitewater Forward” Comprehensive Plan Update

This special joint meeting is being held to allow the members of the Plan and Architectural Review Commission, the Common Council, City staff, and members of the public to see and review the proposed draft of the City’s update to the Comprehensive Plan, “Whitewater Forward”.

As the first update to the City’s Comprehensive Plan since 2017, we recognized the importance of taking a holistic and forward-thinking approach to this project, as not only does the plan need to meet State of Wisconsin requirements for implementation and lay out a new Future Land Use map, but it needs to meet the needs and goals of the entire community.

As members may recall, the Common Council selected RDG Planning & Design to lead this project on October 7, 2025, following a Request for Proposal (RFP) and review process. Initial meetings with City staff followed, and the first Comprehensive Plan Advisory Work Group meeting, a group made up of representatives of different stakeholder groups throughout the City, was held on December 3, 2025.

Over the next several months, multiple community Open Houses and Workshops were held, and RDG as well as City staff continued to receive input on the plan update. RDG continued also meeting with City staff on a biweekly basis to monitor continued progress. Additionally, a website for the project, whitewaterforward.com, was created to provide regular updates and solicit public feedback through regular polls and interactive maps.

We believe this draft plan meets the goals set out originally for this update: A forward thinking plan that will guide and shape the City of Whitewater over the next 20 years.

We look forward to RDG’s presentation on this draft as well as your questions and comments, which will guide final revisions to the draft. The final plan will be brought back for review and final approvals in November 2026.

Respectfully submitted,



Mason T. Becker
Community Development Director
City of Whitewater