



Council Agenda Item

Meeting Date:	April 21, 2026
Agenda Item:	Presentation from RDG re Comprehensive Plan Update
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov

BACKGROUND

(Enter the who, what when, where, why)

RDG Planning & Design, the firm selected for the update to the City of Whitewater’s 2017 Comprehensive Plan, has been working on the project over the past few months. “Whitewater Forward: Moving Together Toward 2045” will help guide the city’s growth and development over the next 20 years.

The firm’s presentation provides the Common Council with an informational update on project progress to date, including community engagement activities, emerging conditions and trends, and initial themes identified through design workshops.

To date, RDG has conducted extensive engagement, including stakeholder listening sessions with residents, developers, business owners, major employers, UW-Whitewater representatives, students, and community organizations, as well as public pop-up events and ongoing input collection tools.

Preliminary findings highlight several key trends:

- Continued population growth, with recent increases partially driven by university enrollment.
- Housing challenges, including limited non-student housing options, low vacancy rates, and rising prices.
- A need for more diverse housing types, particularly for families and workforce residents.
- Opportunities to improve transportation connectivity, including trails and Highway 12.
- Interest in activating downtown and expanding year-round recreation and lakefront use.
- A desire to diversify the local employment base.

The project is currently in the data collection and analysis phase, transitioning into land use concepts and policy development. Upcoming work will include preparation of the Future Land Use Map, mobility framework, and implementation strategies.

This presentation is intended to keep the Common Council and residents informed, and to provide an opportunity for questions and feedback.

More information on progress of this plan, including monthly poll questions and an interactive map can be found at whitewaterforward.com.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The Common Council selected RDG Planning & Design’s proposal to conduct the update to the city’s 2017 Comprehensive Plan on October 7, 2025, following a Request for Proposal process.

FINANCIAL IMPACT

(If none, state N/A)

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- N/A

STAFF RECOMMENDATION

- This presentation is for informational purposes only. No action is requested of the Common Council.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- PowerPoint presentation from RDG Planning & Design
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