

WHITEWATER MOVING FORWARD

MOVING TOGETHER TOWARD 2045

COMPREHENSIVE PLAN

Common Council Update

AGENDA

- Engagement To Date
- Emerging Conditions and Trends
- Design Workshop Themes



PROCESS OVERVIEW

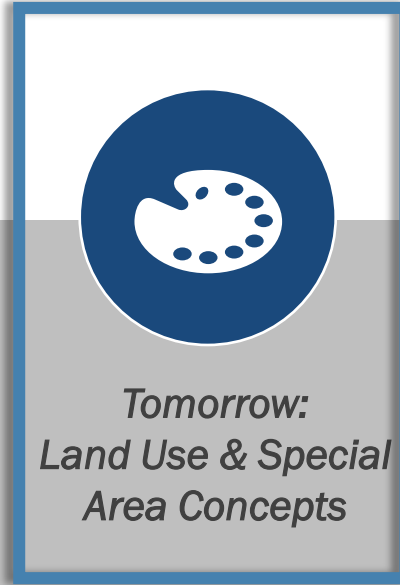
Project Launch



Input



*Today:
Collect and
Analyze Data*



*Tomorrow:
Land Use & Special
Area Concepts*



*Tomorrow:
Plan Elements*



Implementation



Approval



ENGAGEMENT TO DATE



- **Listening Sessions**
 - Builders and developers
 - Business owners
 - City staff
 - Immigrant Support Coalition
 - Major employers
 - Property managers and landlords
 - Rotary Club
 - Service organizations and providers
 - University of Wisconsin-Whitewater faculty & staff
 - Whitewater High School students

ENGAGEMENT TO DATE

- Pop-Up Events
 - Innovation Center
 - International Children’s Day event
 - University of Wisconsin-Whitewater



ENGAGEMENT TO DATE

- Website Metrics



ENGAGEMENT TO DATE



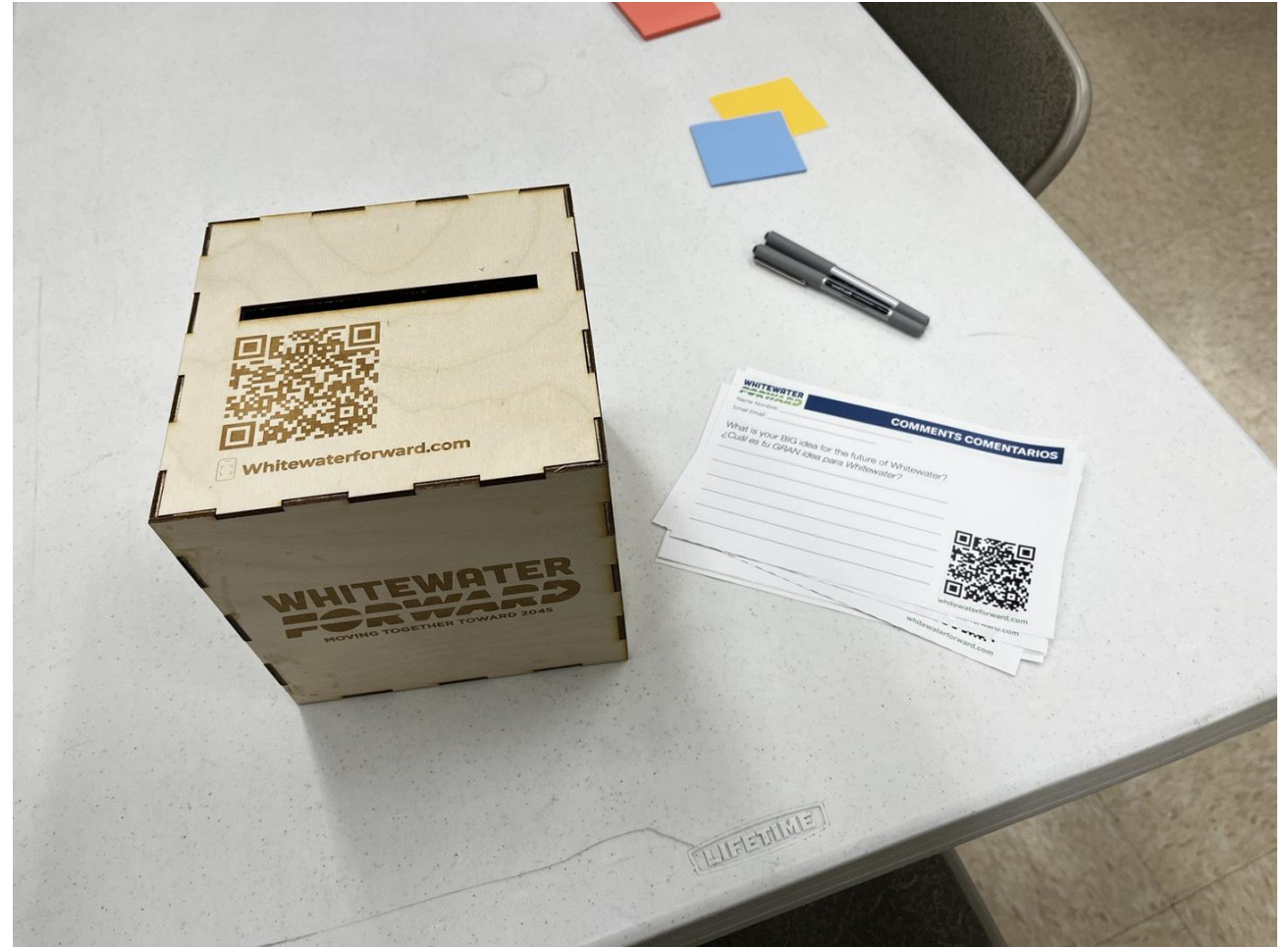
- **Housing**
 - Housing stock for non-student renters
 - Housing for families
 - Existing housing maintenance
- **Transportation**
 - Active transportation connections and trail opportunities
 - Opportunities for the future of Hwy 12
- **Parks**
 - Year-round recreation opportunities
 - Activating the lakes downtown
- **Business & Industry**
 - Growing employment diversity across the community
 - Activating downtown during different times of day, and different times of year
- **Education**
 - Adapting to enrollment and demographic changes

ENGAGEMENT UPDATE



Still Taking Input on Events to Plug Information

- Business Cards
- Comment Box
- Idea Board



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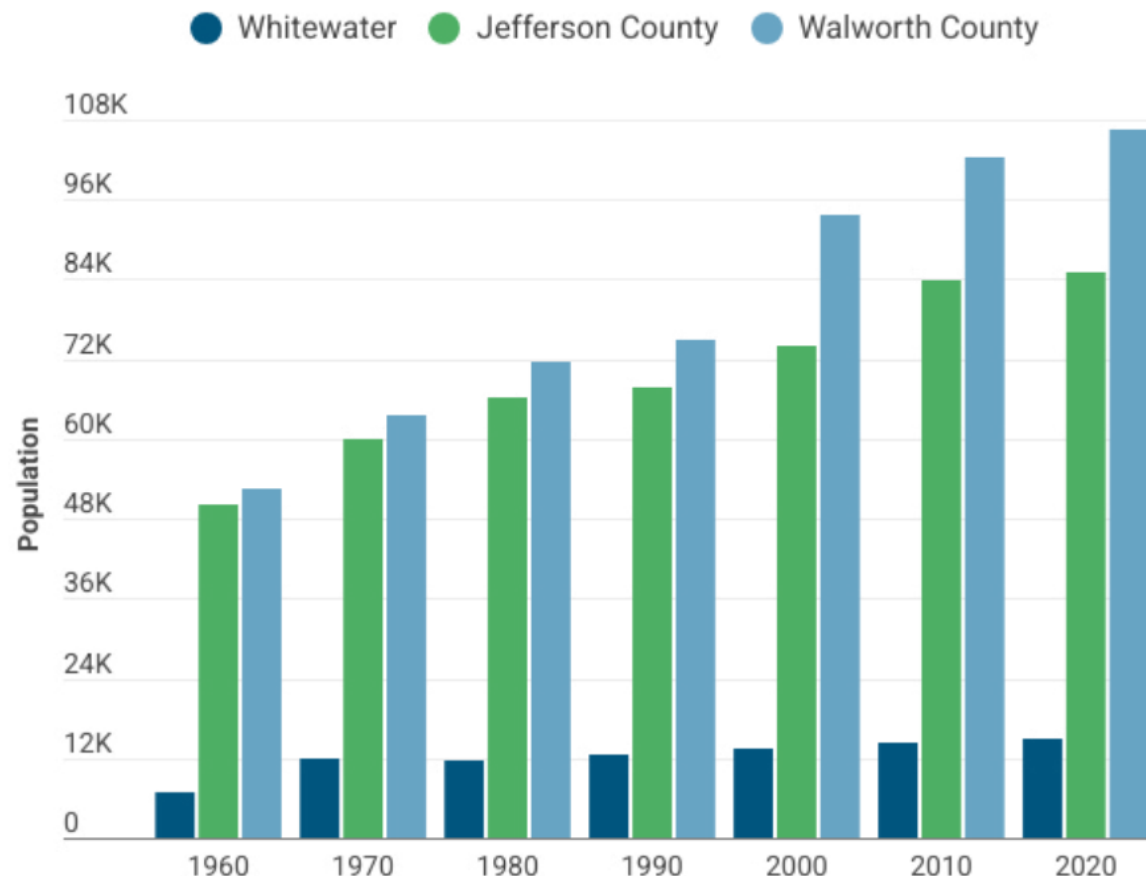


EMERGING CONDITIONS AND TRENDS



Year	Population	Period Population Change	% Change During Decade	Annual Rate
1960	6,830			
1970	12,038	5,208	76.3%	5.8%
1980	11,520	-518	-4.3%	-0.4%
1990	12,636	1,116	9.7%	0.9%
2000	13,437	801	6.3%	0.6%
2010	14,390	953	7.1%	0.7%
2020	14,889	499	3.5%	0.34%
2000-2020		1,452	9.8%	0.5%
2024	15,807	918	6.2%	1.5%

Some of 2020-2024 growth is student enrollment growth

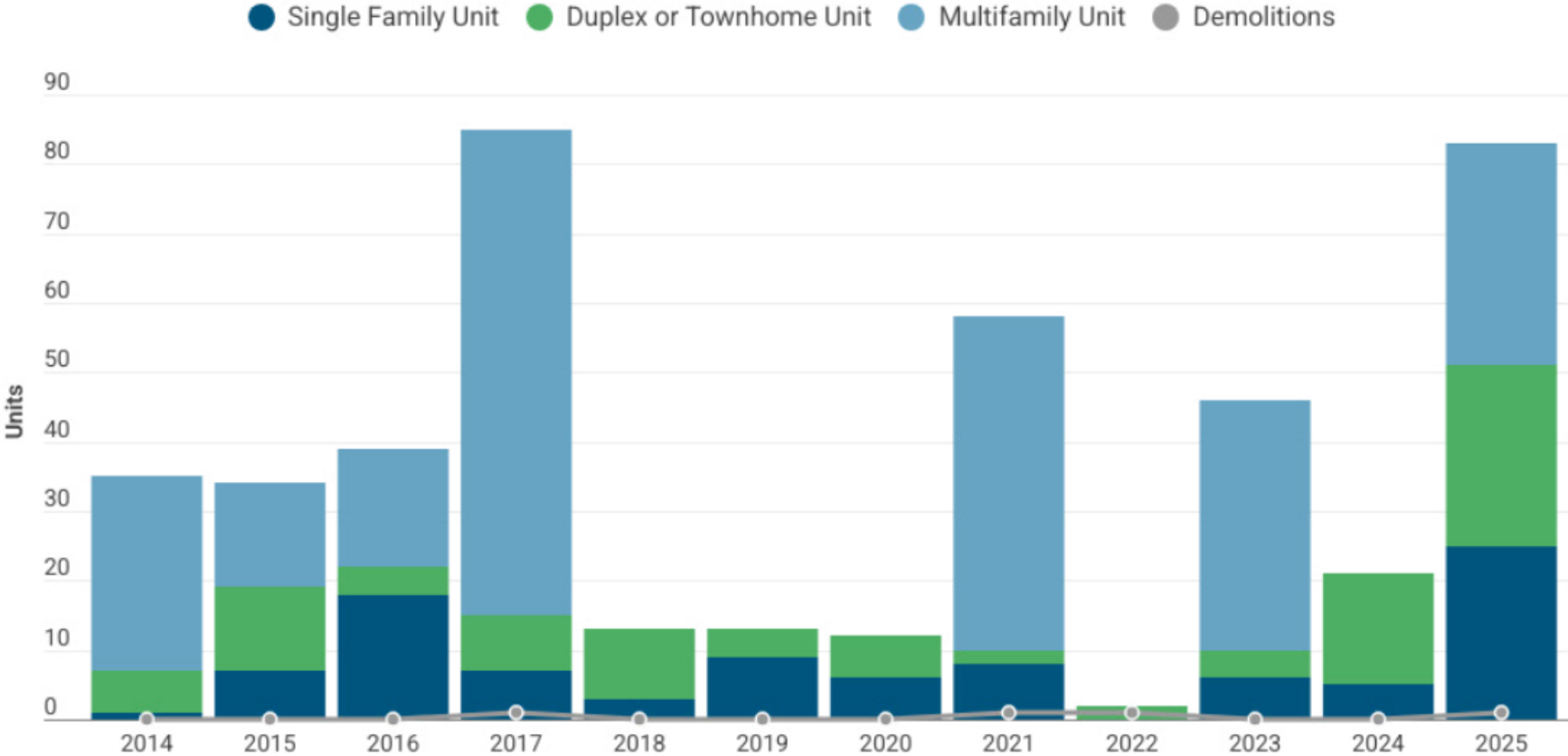


Source: US Census Bureau

EMERGING CONDITIONS AND TRENDS



HOUSING CONSTRUCTION ACTIVITY



EMERGING CONDITIONS AND TRENDS



2010	2024	
40%	32%	Whitewater
72%	74%	Jefferson County
71%	71%	Walworth County

Source: US Census Bureau; American Community Survey (5-Year Estimates)



2010	2024	
60%	68%	Whitewater
28%	26%	Jefferson County
29%	29%	Walworth County

Source: US Census Bureau; American Community Survey (5-Year Estimates)



2010	2024	
13.6%	11.7%	Whitewater
9.4%	5.4%	Jefferson County
23.2%	20.1%	Walworth County*

Source: US Census Bureau; American Community Survey (5-Year Estimates)

*Vacancy rates in Walworth County reflect units vacant for “seasonal use,” including homes on Geneva Lake.

EMERGING CONDITIONS AND TRENDS



- Population Make-up

- Population growing, despite variability in student enrollment;
- Recent housing studies support slight future growth
- Confirmation of growing diversity
- Smaller school aged population, despite upticks in family forming age ranges

- Housing

- Low single-family construction since 2018 – as a result, low median year built of owner units
- Listing inventory starting to rise with national trends, but vacancy still low
- Prices remain elevated post-pandemic

- Affordability

- Real incomes slightly rising against inflation
- Home values are in an affordable range for median income of working age adults, but are lower in some nearby cities.
- Workers travelling by necessity from limited housing options

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NEXT STEPS

- Continue Engagement
- Future Land Use and Mobility Map
- Plan Policy Elements

