MEMORANDUM

City of Whitewater

From: Charlie Cowell, RDG
Project No.: R3007.554.00
File No.(s): 9.05
Date: November 4, 2026

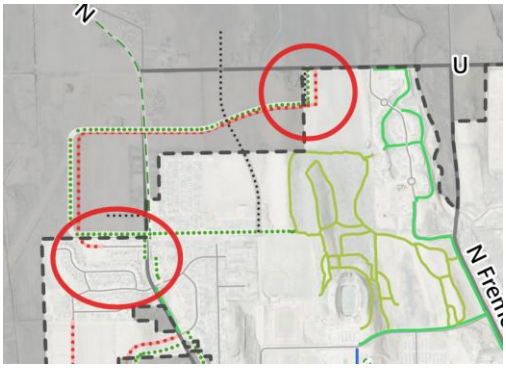
Project Name: Whitewater Forward Comprehensive Plan

Subject: Changes from September 24, 2026 draft plan document

Summary. The main edits to the September draft posted for public feedback are a new Public Services section for specific facility directions, various edits to the Future Land Use Map, addition of the bypass corridor as a "Gateway" policy area, clarification to the approach and definition of flood hazards areas, and more detail in various areas that do not change the underlying directions. The following memo lists those edits, excluding grammar, typo, and wording changes.

The PARC made a recommendation for approval with the following recommended updates:

- Update the Mobility Plan to reroute a future road connection from connecting to Burr Oak Trail to County Road U and shift the proposed trail north of Tower Hill Pass to not go behind homes.
- Add the PARC as an implementation partner for zoning and downtown master planning actions in the in implementation tables.



Future Land Use Descriptions

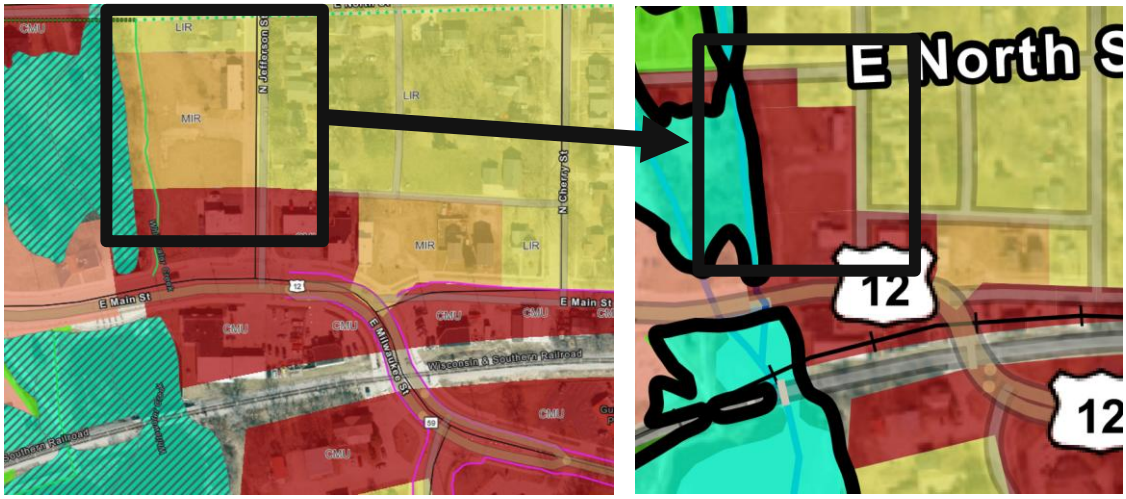
- The Floodplain (FP) category becomes Flood Hazard Zones. It now states the layer reflects FEMA mapping as of fall 2026, is subject to change, and should be verified against current FEMA data.
    - Environmental Preservation language is softened. The draft said growth "under all designations" should accommodate natural features. The final drops "under all designations."

Future Land Use Map

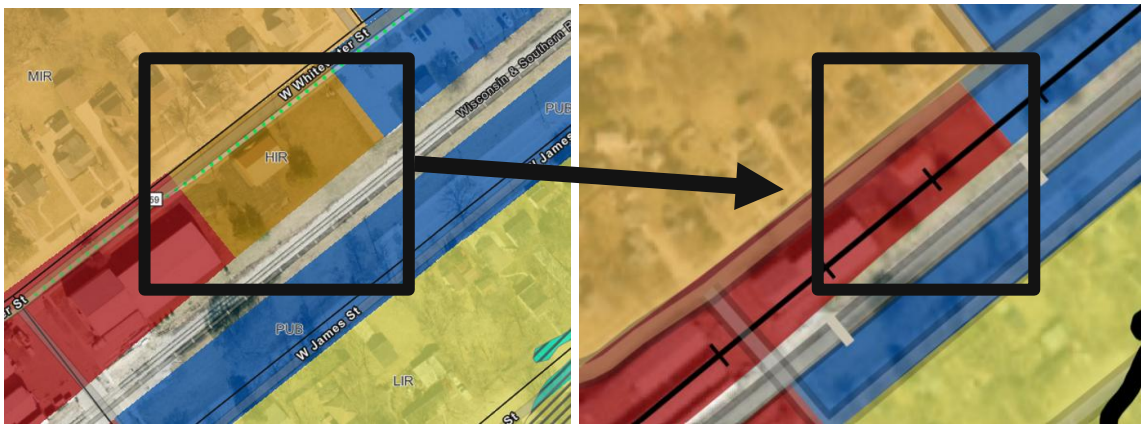
- Starin Rd: LI and MI are more appropriate given development activity.



- Main and Jefferson St: The entire acreage at intersection of Main and Jefferson St is changes to CMU given development interest. This excludes the single-family home on the northeast corner of that block.



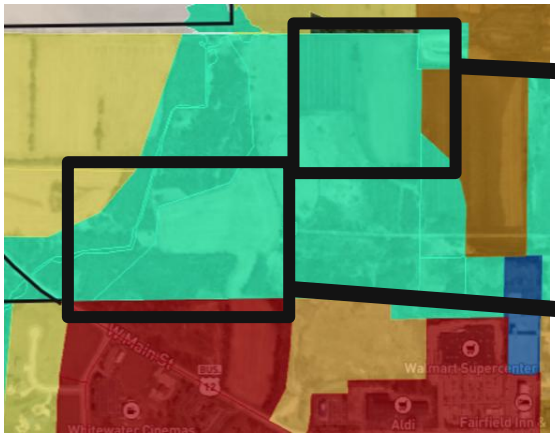
- W Whitewater St: HI parcel changes to CMU to match current commercial business located on it.

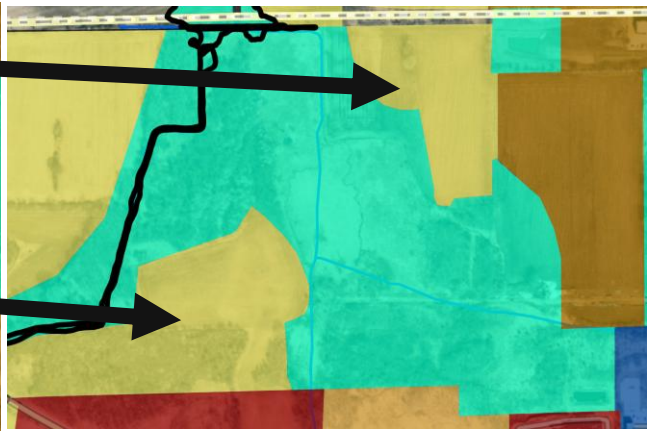


- Railroad north of Bluff Street:
    - Ensured that property owned by the CDA is CMU.
    - Expanded open space to areas that are undevelopable.
    - Replaced BP with LI for residential uses.



- North of W Main Street: Changed some Open Space to LI to show development possibilities outside of wetlands.





- East of Howard Road: Changed area from Urban Reserve to Business Park to clarify future intentions.



Development Policy Areas

- "Business and Technology Park" becomes "Business Park" in the map legends and policy references because the Technology Park is filled.
- The Downtown sites list drops the Whitewater Street Site. The draft listed it as site C. The final keeps the Car Dealership, Jefferson Street and Main Street Gateway sites. The remaining sites are re-lettered.
- The bypass corridor is added as a Gateway Corridor Policy Area.

Mobility

- Priority Path Projects now state that projects B and G are the two highest priorities for mobility and user safety. The draft had no ranking.
- A trail extension was added to the Future Mobility Plan from Main Street to the theater and Center Street from Cravath Lake.

Neighborhoods

- A projected housing need is added based on previous housing market studies and the Whitewater Forward population forecast. The final adds a housing need of up to 950 units through 2045, about 45 a year, split across low, medium, and high density.
- Universal Design policies now emphasize senior and special-needs households.
- University District preservation adds two points. It notes the homes are largely historic and suggests partnering with the Landmarks Commission or Wisconsin Historical Society.
- A new code action says to ensure codes align with State requirements.
- The section now more specifically calls-out Residential TID and WHEDA programs as incentive tools.

Parks, Recreation, Natural, & Cultural Resources

- The chapter is retitled. The draft was "Parks, Recreation & Nature."
- Goal 2 expands policies to include more stormwater related directions:
    - Maintain, fund, and enforce stormwater standards, including buffering development from flood and wetland areas.
    - Buffer new development to preserve public lake access.

- Implement the Jefferson and Walworth County Land and Water Resource Management Plans.
- Preserve SEWRPC environmental corridors.

Economic Prosperity

- Business Park policy is retitled and expanded. The final calls fully developing and strategically expanding the Business Park a priority.
- Student-retention recruitment now targets industries tied to the University's programs, research, and talent.
- Small-business policy adds specifically working with the immigrant community.

Public Services

- The communication policy now names the weekly Whitewater Register and the Whitewater Banner. The draft said there was no local newspaper outside the University's.
- Level of Service adds verifying protection areas for municipal wells.
- Map 9 adds the sanitary sewer boundary and land use layer.
- New Short-Term Implementation Priorities added for wastewater, water, storm sewer, street department, fire station, police department, library, and school district.

Implementation

- Capital Investment now says large projects that may require borrowing need Council approval after a review of City finances.
- The Action Program adds a comparison to the City's current financial position as a consideration.
- Intergovernmental partners add the Town of Cold Spring in several elements.
- The schedule adds an overarching action to update the zoning ordinance, rated short-term and ongoing.
- Schedule tables now carry a timeframe footnote defining short, medium, and long term.

Supplemental Information

- Environmental risk labels change from Major/Higher/Minor to High/Moderate/Low.