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November 17, 2026

To: Common Council, CC: City Manager
From: Mason Becker, Community Development Director
Re: Review and Approval of "Whitewater Forward" Comprehensive Plan Update

This meeting marks the anticipated approval of "Whitewater Forward", the first update to the City of Whitewater's Comprehensive Plan since 2017. From the outset, 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.

As members will recall, the draft plan was reviewed by the Common Council and the Plan and Architectural Review Commission (PARC) at a special joint meeting in September 2026. RDG worked to incorporate suggested revisions and continued receiving feedback from staff and residents over the next several weeks.

Last week, the PARC voted to forward the plan to the Common Council for approval, with a few minor suggested edits. RDG will have a summary of those revisions for this meeting.

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. Staff are highly appreciative of the Advisory Work Group members and many residents who all took time to give input on this plan.

Staff recommend approval of the ordinance for the submitted Whitewater Forward Comprehensive Plan Update, including the noted edit requests from the PARC.

Respectfully submitted,



Mason T. Becker
Community Development Director
City of Whitewater