

MEETING MINUTES

From: RDG Planning & Design

Project Name: Whitewater Forward

Meeting Date: Wednesday, February 11, 2026

Whitewater Forward | Comprehensive Plan Working Group Meeting #2

Meeting Attendees

Comments, additions, or corrections to this memo should be communicated in writing to RDG Planning & Design within seven (7) days of receipt. If no comments are received within that period, this memo will be assumed accurate and filed as part of the permanent record for this project.

Elizabeth Anderson (Working Group Member)
Mason Becker (City of Whitewater)
Christ Christon (Working Group Member)
Charlie Cowell (RDG Planning & Design)
Corey Davis (Working Group Member)
Llana Dostie (City of Whitewater)
Ben Freiermuth (Working Group Member)
Dave Friend (Working Group Member)
Neil Hicks (Working Group Member)
Brad Marquardt (City of Whitewater)
Brian Schanen (Working Group Member)
Orin Smith (Working Group Member)
Maya Struhar (RDG Planning & Design)
Terry Tumbarello (Working Group Member)

Discussion

This memorandum summarizes the items discussed during the meeting referenced above.

A. Schedule Update

1. Recap of first Working Group Meeting discussions
2. Recap of process
 - a. February is month four of twelve, and still in the discovery phase
3. Recap of hosted events that have occurred
 - a. Eight listening sessions
 - b. One community roundtable event
4. Recap of hosted events to come
 - a. More listening sessions to occur
 - b. Pop-up events beginning in March
 - c. More public events, starting in April

B. Public Comments

1. None

C. Project Website Updates

1. Number of visits to the project website
2. Number of unique visitors to the website
3. Number of contributions on the website
4. New website updates will occur as the process continues
 - a. Pop-up events in March will be advertised
 - b. The monthly poll will be updated monthly, and reminders will be sent via email

D. Goals Exercise

Working group members were asked to determine one “asset/opportunity” and one “weakness/barrier” for each of the below topics. Each bullet in quotations is a comment made by a working group member. These identified barriers and opportunities, along with conversations had during listening sessions, public events, and input made on the project website, will all be used to help guide the goals of the plan.

1. Land Use and Design

a. Assets/Opportunities

- i. "More single family home developments"
- ii. "A lot of industrial land/zoning available"
- iii. "City has a lot of land available"
- iv. "City owned business park land"
- v. "Lots of opportunity around Hwy 12"

b. Weaknesses/Barriers

- i. "Not enough land for larger houses and property; Ex. - Estates 1+ acre"
- ii. "Prime residential land is privately owned, unlisted"
- iii. "Land hoarding"
- iv. "Very regulated conditional use permitting"
- v. "State zoning requirements and impact on land use"
- vi. "Unaware of land available for larger industry near Hwy 12"

2. Transportation and Mobility

a. Assets/Opportunities

- i. "Make US 12 4-lanes from Fort to Elkhorn"
- ii. "Hwy 12 and 59 access"
- iii. "Plentiful 2-lane state highway access in all directions"

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- iv. "More parking at WHS"
- v. "Lack of public transportation. This is an opportunity"
- vi. "Increased public safety"
- vii. "Community partnerships?"
- viii. "Commerce almost exclusively on Main Street or walking distance from Main"
- ix. "Extension of bike lanes and sidewalks north/east of town"

b. Weaknesses/Barriers

- i. "Lack of 4-lane highway/interstate"
- ii. "Little public transport/ride-share"
- iii. "Funding public transit"
- iv. "Location/distance from large metro cities"
- v. "Late hours would be beneficial, but difficult to source"
- vi. "Lack of mass transportation in general"
- vii. "Public transportation; Lack of; Some sort of shuttle from W+E side town"
- viii. "Cost"
- ix. "Lack of connection to trains, including to nearby communities"

3. Parks, Trails, and Greenways

a. Assets/Opportunities

- i. "Landmarks!"
- ii. "Lakes!"
- iii. "A support for parks and rec youth sports to compete with pay 2 play travel leagues"
- iv. "Better marketing"
- v. "Lots of parks available currently in good locations"
- vi. "Connect to existing walking/bike trails that runs Jefferson to Janesville"
- vii. "Multiple walking trails"
- viii. "Utilities for concession stand and restrooms at Moraine View Park behind Innovation Center (soccer fields)"
- ix. "Kettle Moraine"
- x. "Kettle Moraine is a local draw"
- xi. "Starin Park"
- xii. "Great asset at Starin Park with Treyton's Field and 3 other baseball fields"
- xiii. "Starin Park"

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- xiv. "Starin water tower"
- b. Weaknesses/Barriers
 - i. "Landmarks"
 - ii. "Could use more paved trail routes that are near local businesses"
 - iii. "Bike trail; Would like rural; Possibly community joining"
 - iv. "Current condition of lakes"
 - v. "Some parks/facilities need TLC"
 - vi. "Many small parks that don't get used as much as Starin Park"
- 4. Housing and Neighborhoods
 - a. Assets/Opportunities
 - i. "There is a demand for affordable quality housing non-student"
 - ii. "More entry-level single family homes - houses and condos and townhomes"
 - iii. "More residents = More local economic impact"
 - iv. "Convert UWW students to residents"
 - v. "Intentional partnerships to keep or re-engage UWW and WWSD students, faculty, and staff"
 - vi. "Room to grow"
 - vii. "Increased support for renewing old housing"
 - viii. "No real "bad" neighborhoods"
 - b. Weaknesses/Barriers
 - i. "Lack of single family, affordable housing"
 - ii. "Not enough starter housing"
 - iii. "Lending options to first-time home buyers"
 - iv. "Single family housing; Need more 1st time home buyer; Need more "high" end to assist with upgrading first to second homes"
 - v. "Inflation"
 - vi. "Accessibility of entry level homes less than \$300k"
 - vii. "UWW is centrally located. Forces student housing to grow outward, taking up entry level homes"
 - viii. "Student housing vs. resident housing development"
 - ix. "Quality of rentals is geared towards students as temporary tenants, not residents"
 - x. "Need family focused rentals (not chopped up student)"

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- xi. "Landlord push-back to family apartments"
- xii. "Not a lot of incentive to move and live in Whitewater"
- xiii. "Zoning"
- xiv. "Lack of upper scale housing and neighborhoods"
- xv. "Not enough single-family housing"
- xvi. "Newer (20 years and newer) neighborhoods/subdivisions are starting to show age. Lack of caring or lack of code enforcement?"
- xvii. "Community perception"

5. Facilities and Infrastructure

a. Assets/Opportunities

- i. "Hwy 12"
- ii. "Library, etc. remodeled; Community resources"
- iii. "Newly remodeled library; Municipal building well maintained"
- iv. "Historic buildings"
- v. "High speed internet expansion (wired)"
- vi. "Upkeep of downtown armory"
- vii. "Aquatic center"

b. Weaknesses/Barriers

- i. "Lack of 4-lane highway"
- ii. "Lack of 4-lane highway"
- iii. "Lack of suitable energy transmission to support industrial growth"
- iv. "Electrical supply to industrial park"

6. Downtown

a. Assets/Opportunities

- i. "Unused commercial spaces"
- ii. "Creating public/city events; Food truck fest; Xmas/holiday parades"
- iii. "Creating community "feel" and space. Beautification into tangible impact"
- iv. "Large potential for annual events that cater all generations near Cravath downtown"
- v. "More local restaurants open weekdays for lunch"
- vi. "Collaboration with CoBE?"
- vii. "Most properties in reasonably good shape/appearance"

b. Weaknesses/Barriers

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- i. "Empty storefronts"
- ii. "Neglected Center St. downtown"
- iii. "Center St. visually off-putting building; Empty storefronts as storage"
- iv. "Aging buildings"
- v. "Lack of store front businesses to utilize "Main Street" window front"
- vi. "Boring. Lack of character."
- vii. "Lots of opposition for local community events downtown"
- viii. "Lack of higher end shopping and dining"
- ix. "Fluctuation of the student population in Whitewater. Summer and school year"
- x. "Lakes: Overgrown; Not practical for use"

7. Economic Development

a. Assets/Opportunities

- i. "Community development department"
- ii. "Business park"
- iii. "Partnerships with UWW CoBE?"
- iv. "UWW should bring opportunities to commercial and businesses to grow"
- v. "Grants"
- vi. "Downtown Whitewater/Chamber"
- vii. "Increased small business and independent job growth"
- viii. "Starting to see small commercial development that compliment size of town with direction to grow (Aldi, Kwik Trip, Fairfield, Starbucks)"
- ix. "4th of July"
- x. "More social/entertainment options"

b. Weaknesses/Barriers

- i. "Stagnant growth; Low job creation due to slow industrial growth"
- ii. "Battles between which is first - housing or jobs"
- iii. "Not enough industry to support local jobs. High priority"
- iv. "Skilled workers"
- v. "Hard to attract/retain skilled workers"
- vi. "Businesses to keep people in town; Compatibility shopping"

8. Other

a. Assets/Opportunities

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- i. "Coordination with local townships (Cold Spring, Town of Whitewater, etc.)"
- b. Weaknesses/Barriers
 - i. "Lack of a newspaper for getting info out to community"
 - ii. "Lack of strong local newspaper"
 - iii. "Community engagement would be great! Is lacking"
 - iv. "Flawed MSP payment formulas from state"
- 9. Next Steps
 - a. Working Group Members
 - i. Members to continue advertising the planning process and project website within their circles
 - ii. Members to share any additional contacts for listening sessions
 - iii. Members to share any meetings and events to promote the project
 - b. Planning Team and Staff
 - i. Continue to collect data and review past planning documents
 - ii. Host additional listening sessions
 - iii. Update the project website regularly
 - iv. Prepare for April Design Workshop

Next Working Group Meeting: Wednesday, March 11 at 4:00pm

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WHITEWATER FORWARD FORWARD

MOVING TOGETHER TOWARD 2045

COMPREHENSIVE PLAN

Work Group #2

AGENDA

- Introductions
- Schedule Update
- Engagement Update
- Goals Exercise



INTRODUCTIONS



Charlie Cowell
Project Manager +
Planner



Maya Struhar
Planner + Engagement



Flavia Tourek
Urban Planner + GIS +
Communication



Cory Scott
Land Use + Mobility +
Districts



Ryan Peterson
Environments

Plan Advisory Work Group members

- Neil Hicks – Common Council
- Brian Shanen – Common Council
- Orin Smith – Common Council
- Sherry Stanek - PARC
- Elizabeth Anderson - Generac
- Corey Davis – Kiwanian, UWW
- Rebecca Goodacre - Chamber
- Terry Tumbarello - UWW Executive of Housing
- Benjamin Freiermuth – WRA
- Christ Christon - CDA and local business owner
- Dave Friend - Whitewater School District

ORIENTATION MEETING RECAP

What does success mean to you? Process and/or outcomes.

- Sustainable plan between the community, school district, university, etc. that is realistic
- Brings balance to the community, most growth has been related to the university in recent years (off-campus student housing)
- The ability to sustain and be a thriving community without the university
- Limited housing availability for residents that are not students
- Family housing options
- Expanding commercial to include additional grocery, etc.
- The entire community sees themselves in the plan
- Lots of outreach and community sessions in multiple places at multiple times of day to reach everyone, meet people where they are at
- Preservation of city facilities, particularly the aquatic center and the downtown Whitewater armory
- Downtown, discover what comes next for the downtown
- Outreach in multiple languages, particularly Spanish

Where can we go wrong? Process and/or outcomes.

- Downtown is unappealing and confusing to navigate
- Stagnation, and the community is still recovering from the pandemic, but there's movement now and growth happening that we can capitalize on and use as catalyst for the future
- There's flexibility within the plan to account for things we can't predict – pandemics, recessions, etc.
- The document can't just be a pretty picture, it should be actionable
- The plan should be cost-conscious
- Be something people can get excited about!
- Don't concentrate too much on the university – learn how to grow and sustain without it
- More activity options in the community that don't involve drinking

AGENDA

- Introductions
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Nov Dec Jan '26 Feb Mar Apr May June July Aug Sept Oct

Task 1 Communications/Marketing Plan PUBLIC ENGAGEMENT

Engagement never ends and it continues throughout the process

Task 2 ISSUES & OPPORTUNITIES

Task 3 VISION & CONCEPT

Task 4 PLAN ELEMENTS

Draft Plan to PMT Editing

Task 5 IMPLEMENTATION

APPROVAL

PMT Meetings

- Nov: PMT Kick-Off
- Dec: Outreach Strategies
- Jan: Outreach Strategies
- Feb: Issues and Opportunities
- Mar: Emerging Trends
- Apr: Design Workshop
- May: Review Plan Elements
- June: Review Plan Elements
- July: Review Plan Elements
- Aug: Implementation
- Sept: Final Plan Review

Work Group Meetings

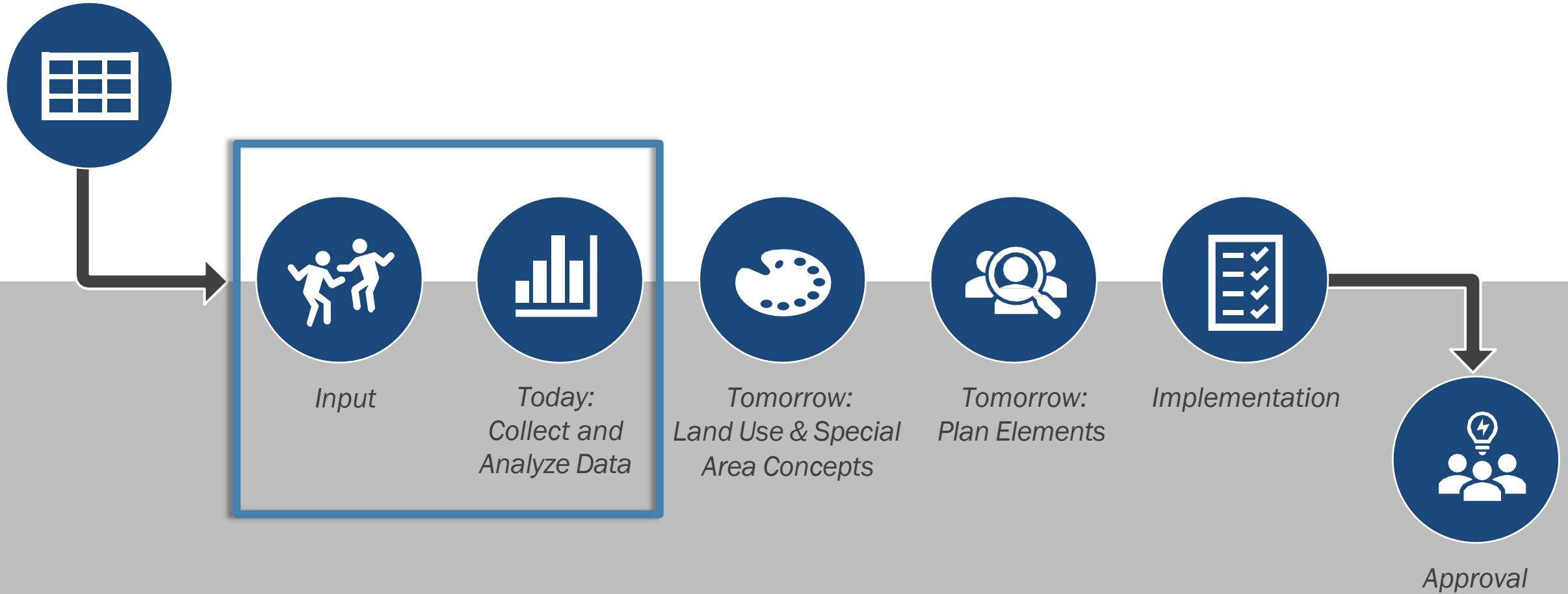
- Dec: Orientation [Zoom]
- Feb: Goals Workshop
- Mar: Discuss Trends [Zoom]
- Apr: Attend Design Workshop
- May: Concept Feedback [Zoom or In-Person]
- July: Policy Feedback [Zoom]
- Sept: Implementation Workshop

Major Events

- Nov: Launch Website
- Dec: Launch Interactive Map
- Feb: Focus Groups & Roundtable
- Apr: Design Workshop
- May: Online Polling
- July: Online Polling
- Sept: Open House

PROCESS OVERVIEW

Project Launch



SCHEDULE UPDATE



Future Work Group Meeting Dates

- March 11th: 4:00-5:15 p.m. – Work Group #3 (In-Person & virtual)
 - Trends and Goals Report
- April 22, 4:00-5:15p - Work Group #4 (In-Person & virtual)
 - Design Workshop
- June 3rd: 4:00-5:15 p.m. - Work Group #5 (Virtual)
 - Plan Elements I
- August 5th: 4:00-5:15 p.m. - Work Group #6 (Virtual)
 - Plan Elements II
- September TBD – Work Group #7 (In-Person & virtual)
 - Implementation

AGENDA

- Introductions
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ENGAGEMENT UPDATE



Listening Session Schedule

Date	Time	Group
Monday, February 9	6pm	PARC
Tuesday, February 10	9am	Education
	11:30am	Service Providers
	2:30pm	Realtors
	4pm	Builders and Developers
	6pm	Community Roundtable
Wednesday, February 11	8am	Business Owners
	9:30am	Property Managers
	Noon	City Staff
	1:30pm	Major Employers

Additional Follow-ups

- Whitewater Chamber
- UWW Students
- UWW Faculty and Staff
- High School Students
- Retirement Communities
- Immigrant Support Coalition
- Greater Whitewater Committee
- Service Organizations
- Realtors

ENGAGEMENT UPDATE



Website Tracking

238

Website Views

159

Unique Visitors

8

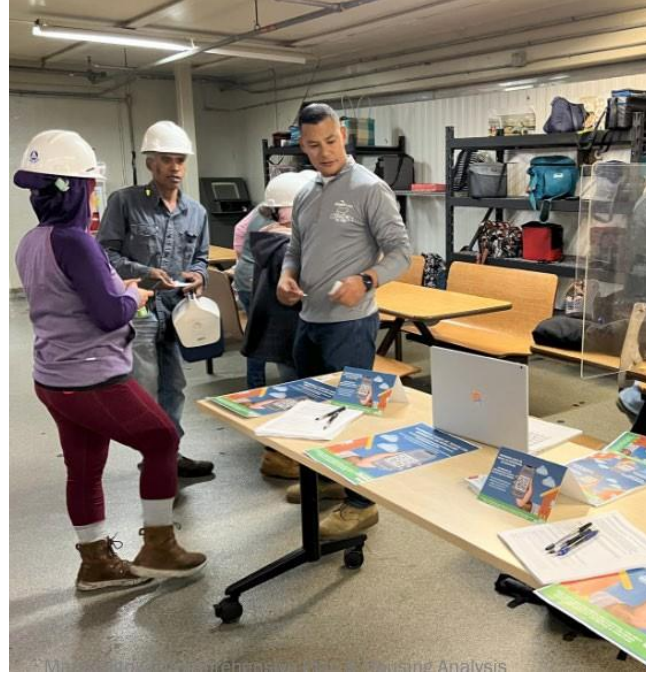
Contributions

ENGAGEMENT UPDATE



Still Taking Input on Events to Plug Information

- Business Cards
- Comment Box
- Idea Board



AGENDA

- Introductions
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GOALS EXERCISE



Plan Focus Elements

1. Land Use and Design
2. Mobility
3. Parks, Trails, and Greenways
4. Housing and Neighborhoods
5. Facilities and Infrastructure
6. Downtown
7. Economic Development

Other Items?

GOALS EXERCISE

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Other Items?

Assets/ Opportunities

At least one
per topic

Weakness/ Barriers

At least one
per topic



NEXT STEPS

Advisory Work Group

- Promote the website and project
- Share any additional contacts for listening sessions
- Share any meetings and events to promote the project

Planning Team/Staff

- Data collection and document review
- Hold additional virtual listening sessions
- Update website and monthly polls
- Prepare for April Design Workshop

NEXT WORKING GROUP MEETING MARCH 11

WHITEWATER FORWARD FORWARD

MOVING TOGETHER TOWARD 2045

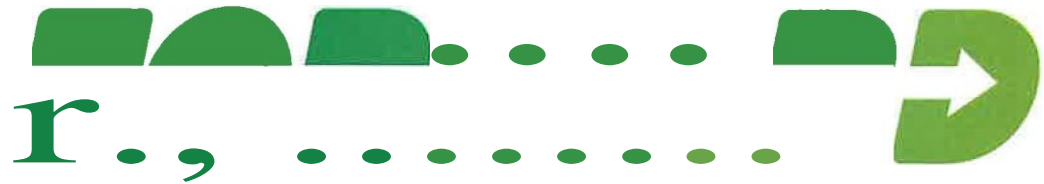
COMPREHENSIVE PLAN

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- **Introductions**
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WHITEWATER



MOVING TOGETHER TOWARD 2045



INTRODUCTIONS



Charlie Cowell
Project Manager+
Planner



Maya Struhar
Planner+ Engagement



Flavla Tourek
Urban Planner+ GIS +
Communication

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Cory Scott
Land Use + Mobility +
Districts

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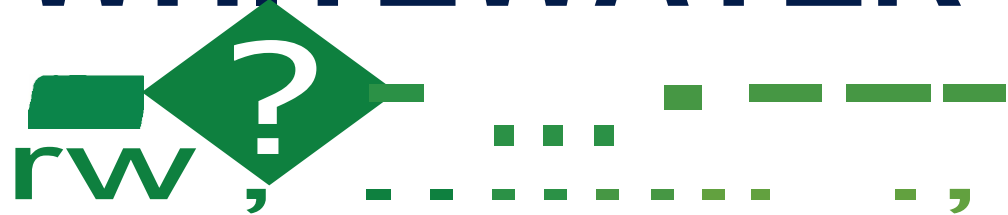
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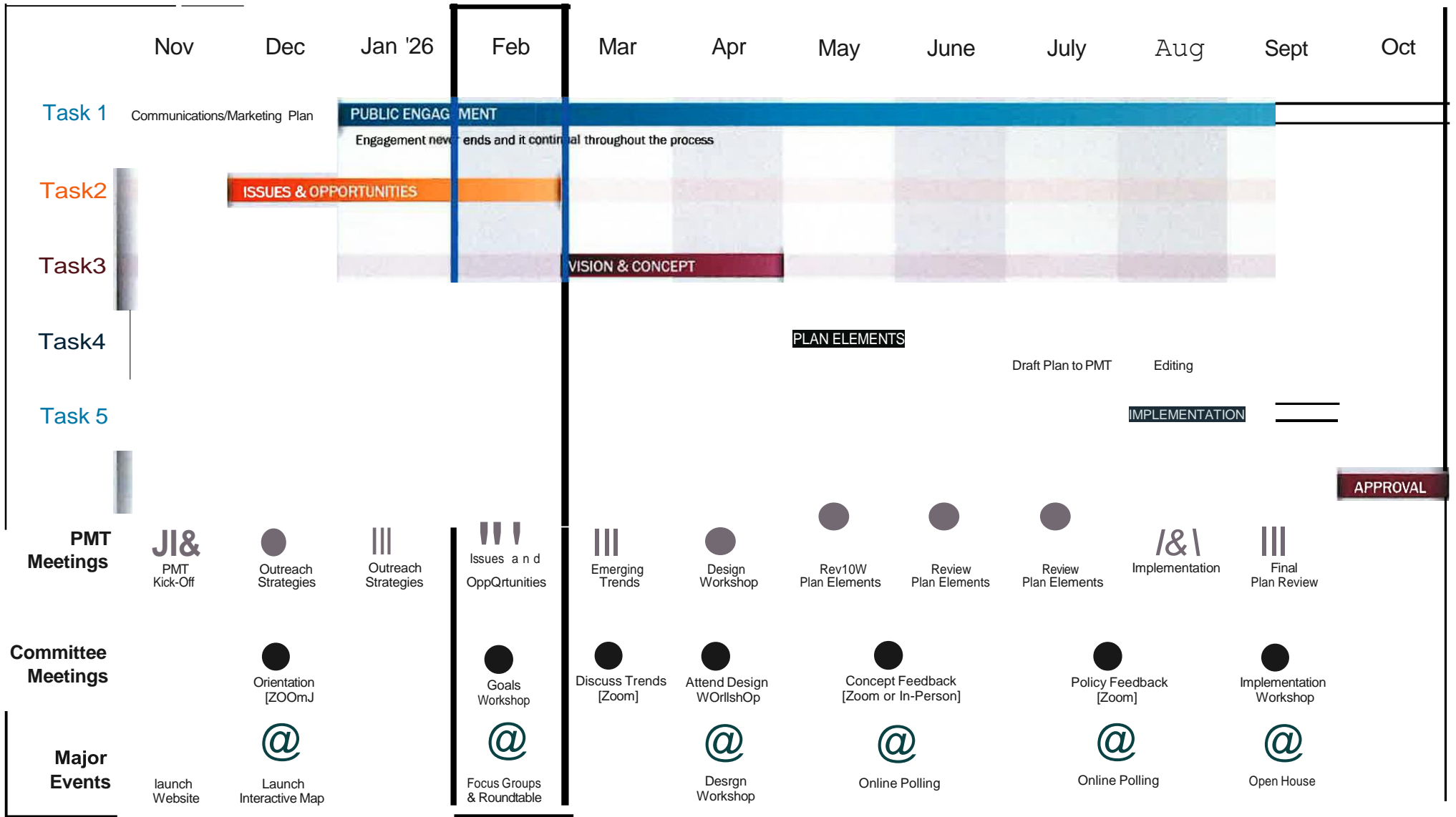
AGENDA

- Introductions
- **Schedule Update**
- Engagement Update
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WHITEWATER



MOVING TOGETHER TOWARD 2045



PROCESS OVERVIEW

Project Launch



Input



*Today:
Collect and
Analyze Data*



*Tomorrow:
Land Use & Special
Area Concepts*

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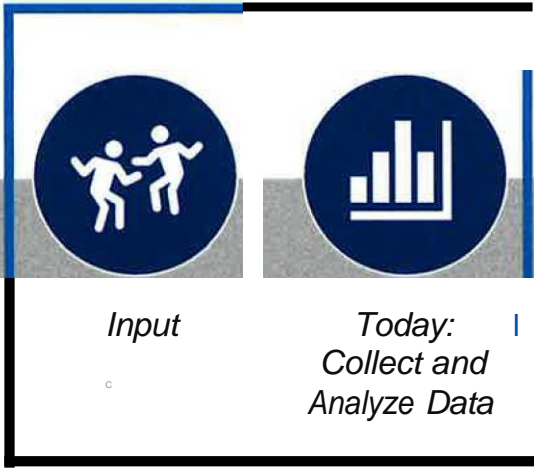
*Tomorrow:
Plan Elements*



Implementation



Approval



SCHEDULE UPDATE

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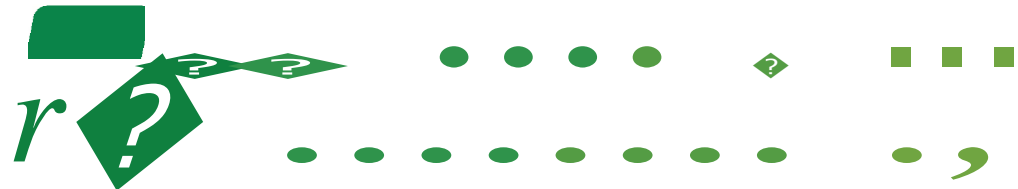
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- **Goals Exercise**



GOALS EXERCISE



Plan Focus Elements

1. Land Use and Design
2. Mobility
3. Parks, Trails, and Greenways
4. Housing and Neighborhoods
5. Facilities and Infrastructure
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7. Economic Development

Other Items?

GOALS EXERCISE

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Other Items?



**Assets/
Opportunities**
At least one
per topic



NEXT STEPS

Advisory Work Group

- Promote the website and project
- Share any additional contacts for listening sessions
- Share any meetings and events to promote the project

Planning Team/Staff

- Data collection and document review
- Hold additional virtual listening sessions
- Schedule March 10th and 11th drop ins
- Update website and monthly polls
- Prepare for April Design Workshop