

CITY OF WHITEWATER
JOINT CITY COUNCIL AND PLAN AND ARCHITECTURAL REVIEW COMMISSION
Cravath Lakefront Building Community Room
September 10, 2013

**ABSTRACTS/SYNOPSIS OF THE ESSENTIAL ELEMENTS OF THE OFFICIAL
ACTIONS OF THE CITY COUNCIL AND PLAN AND ARCHITECTURAL REVIEW
COMMISSION**

Call to order and roll call, and introduction.

Council President Singer called the joint meeting of the City Council and Plan and Architectural Review Commission to order at 5:30 p.m.

City Council Present: Patrick Singer, James Winship, Lynn Binnie, Phil Frawley, Ken Kidd, Stephanie Abbott.

Plan Commission Present: Greg Meyer, Bruce Parker, Karen Coburn, Jeffrey Eppers (Alternate), Sherry Stanek (Alternate).

Others: Larry Witzling (Zoning Rewrite Consultant), Latisha Birkeland (City Planner), Pat Cannon (CDA Director), Wallace McDonell (City Attorney), Cameron Clapper (City Manager).

Timeline and overview of issues

Larry Witzling explained what was requested in the RFP and if it was addressed in the discussions. Witzling stated that when this process is done, the City should revise the Comprehensive Plan to address and acknowledge new standards developed during the zoning code rewrite process and to assure continued consistency between the Plan and zoning code as required by Wisconsin State Statutes. The biggest issues that impacted the discussion are: streamlining and frustration with unfair treatment; neighborhood versus landlord conflict; neighborhood change and community; relationship to planning vision; commercial approval process, university accommodation; committee and review and text; and unresolved issues that touch zoning but don't rely on it, such as housing, huge market shifts, quality of life, neighborhood revitalization and the university as an economic driver. Overview of proposed changes include: process improvements – fairer and faster; commercial and industrial development, changes from dimensional issues to plan development applications; and residential, which will be at the next discussion on October 8, 2013.

Comments from Steering Committee members

Jeff Knight, Community Development Authority and Zoning Rewrite Steering Committee Member, noted that he was glad to see this moving forward now. Knight wanted Whitewater to be competitive and stand out in the commercial and industrial sectors which would go along with a lot of things such as marketing and highways.

Review of commercial sections

Larry Witzling explained that the Commercial sections of the zoning code would be reviewed at this meeting and the residential sections would be reviewed at the next meeting on October 8, 2013. All zoning changes will be done as a whole. Witzling went through the changes, made during the Zoning Rewrite meetings, with the City Council and the Plan Commission. There was discussion among the group and updates were made on some of the changes.

The Sign code was not included in the zoning rewrite.

Council President Singer asked that City Planner Birkeland and City Attorney McDonell summarize in laymen's terms (a brief synopsis) what is happening with the zoning rewrite.

Plan Commission Coburn received a letter of a concerned citizen noting that there is no provision for the public to speak.

Larry Witzling stated that the letter was not an uncommon response. Those that become interested, are interested because it affects them personally. The Plan Commission will hold the public hearing at which time the public can get involved. Witzling stated that usually there are one or two big issues. The Plan Commission could pass the rest of the code and then take one more look at the controversial issue(s). Some items need to be addressed, but are not zoning issues.

City Manager Clapper stated that there is a need to communicate. The City has done as much notification for the Zoning Rewrite as any other meeting. The meeting is being recorded also.

There will be no public comment at the next Zoning Rewrite Project Discussion on October 8, 2013. The City Council and Plan Commission will be reviewing the changes to the residential sections of the Zoning Code. The public is invited to listen.

Next steps

The next meeting will be October 8, 2013. It will be a joint meeting with City Council and Plan Commission to review the residential sections of the proposed zoning rewrite. Latisha Birkeland will try to schedule the meeting at the Innovation Center.

Adjournment

The meeting adjourned at approximately 9:30 p.m.

City Council President Patrick Singer