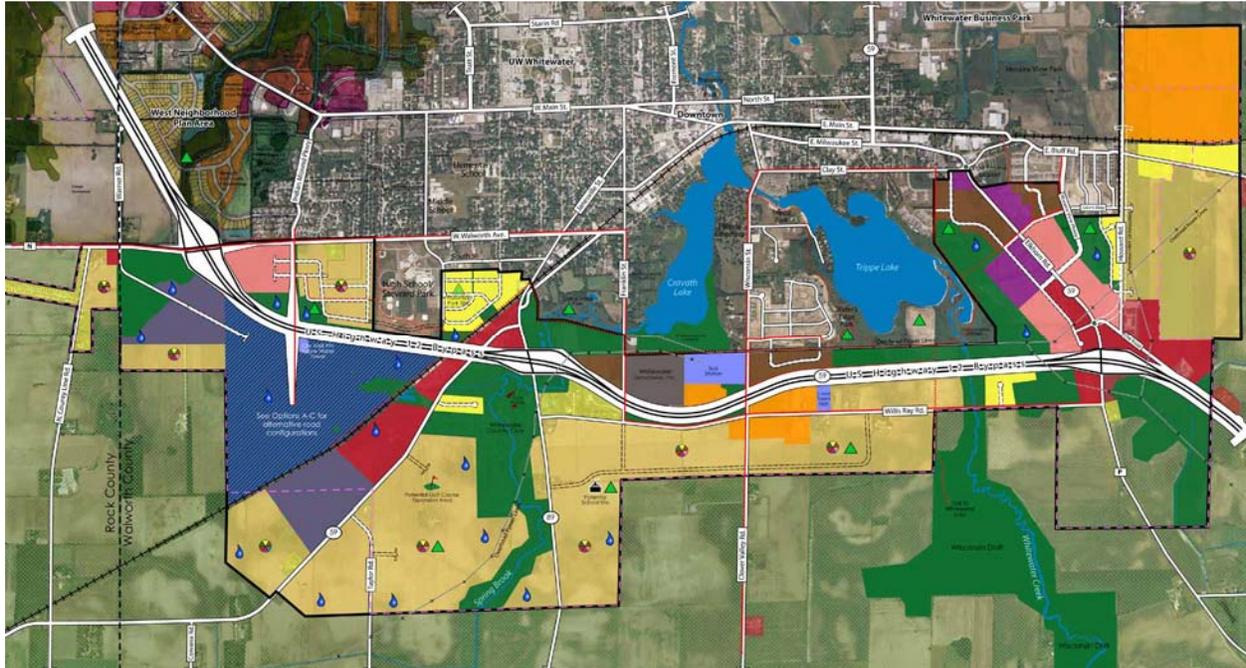


The City of Whitewater, Wisconsin



South Whitewater Neighborhood Development Plan

Adopted by the Plan and Architectural Review Commission: April 20, 2009

Certified by the City Council: May 5, 2009

RESOLUTION

ADOPTING THE *SOUTH WHITEWATER NEIGHBORHOOD DEVELOPMENT PLAN* AS A COMPONENT OF THE CITY OF WHITEWATER MASTER PLAN

WHEREAS, the City of Whitewater Plan and Architectural Review Commission has the authority under Wis. Stats. 62.23(c) to adopt a master plan for the general purpose of guiding and accomplishing coordinated, adjusted, and harmonious development of the city; and

WHEREAS, the Plan and Architectural Review Commission has caused to be created the attached *South Whitewater Neighborhood Development Plan* as a component of the City's master plan; and

WHEREAS, the Plan and Architectural Review Commission has duly noticed and held a public hearing on the aforementioned master plan component;

NOW THEREFORE BE IT RESOLVED that the Plan and Architectural Review Commission of the City of Whitewater hereby:

1. Adopts the attached *South Whitewater Development Neighborhood Plan* as a component of the City's master plan, including amendments adopted at the April 20, 2009 Plan and Architectural Review Commission meeting and reflected in the minutes from that meeting.
2. Certifies a copy of the attached plan to the City Council; and
3. Directs that the recommendations of the *South Whitewater Neighborhood Development Plan* shall control in the event of any conflicts with other previously adopted components of the city's master plan.

Resolution Adopted: April 20, 2009


Kristine Zaballos, Chairperson

ATTEST:


Jane Wegner, Plan and Architectural Review Commission Clerk

RESOLUTION
RESOLUTION CERTIFYING THE SOUTH WHITEWATER NEIGHBORHOOD
DEVELOPMENT PLAN AS A COMPONENT OF THE CITY OF WHITEWATER
MASTER PLAN

WHEREAS, the City of Whitewater Plan and Architectural Review Commission has the authority under Wis. Stats 62.23 (c) to adopt a master plan for the general purpose of guiding and accomplishing coordinated, adjusted, and harmonious development of the City;

AND WHEREAS, the Plan and Architectural Review Commission has caused to be created the attached *South Whitewater Neighborhood Development Plan* as a component of the City's master plan;

AND WHEREAS, the Plan and Architectural Review Commission has duly noticed and held a public hearing on the aforementioned master plan component;

AND WHEREAS, the Plan and Architectural Review Commission on April 20, 2009 approved the *South Whitewater Neighborhood Development Plan*, with certain text and map amendments, as a component of the City's master plan;

AND WHEREAS, the Common Council of the City of Whitewater recognizes the benefit to the City in utilizing a master plan to guide private development and public investment decisions;

NOW THEREFORE BE IT RESOLVED that the Common Council of the City of Whitewater hereby certifies the attached *South Whitewater Neighborhood Development Plan* as a component of the City's master plan.

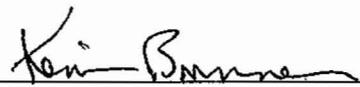
Resolution introduced by Councilmember Binnie, who moved its adoption. Seconded by Councilmember Olsen.

AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart.

NOES: None.

ABSENT: None.

ADOPTED: May 5, 2009.



Kevin Brunner, City Manager



Michele Smith, City Clerk

Acknowledgements

Plan & Architectural Review Commission

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The City would also like to thank the Town of Whitewater, SEWRPC, Walworth County Staff, and area land owners for their productive input into this planning process.

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I. Introduction

The South Whitewater Neighborhood Development Plan (SWNDP) has been prepared as a component of the City's master plan under Section 62.23, Wisconsin Statutes. The purpose of the SWNDP is to provide detailed recommendations for the arrangement of land uses, appropriate future zoning, private development design, transportation systems, and parks and open spaces within the planning area. The recommendations of the SWNDP are likely to be generalized and incorporated into the City's comprehensive plan, which the City must prepare and adopt by 2010 under current Wisconsin Statutes.

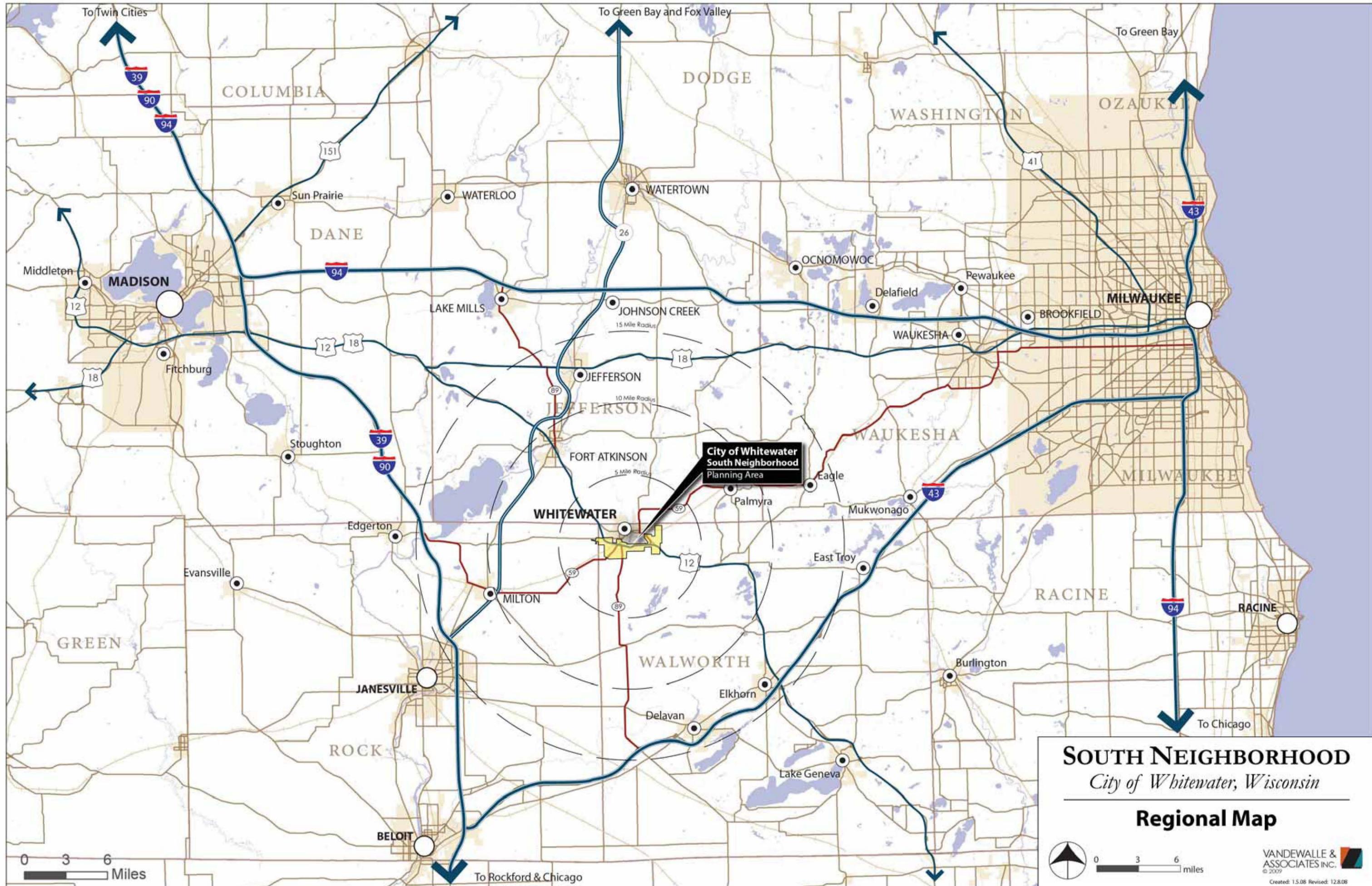
This detailed plan will provide a clear understanding of the City's overall expectations for the future development of the planning area, when and if land owners are ready to develop. In the event that certain land owners elect not to develop their land—e.g., continue farming—the City will support these endeavors and in no way intends to compel changes of land use in such cases. Future development projects should be generally consistent with the SWNDP; however, future development needs will change over time based on market demand. The City will also be open to considering improvements to the SWNDP as future private development proposals are brought forward. Subsequent detailed engineering, environmental studies, and market demand may necessitate change.

The SWNDP is an outgrowth and final update of the City's Quadrant Neighborhood Land Use Plans, adopted in 1996. The SWNDP is designed to provide land owners, developers, and public decision makers with a more precise and updated vision of the desired form, pattern, and location of future growth near the south edge of Whitewater than that 1996 plan allowed. The SWNDP was also informed by the City's Comprehensive Bikeway Plan (2000), Park & Open Space Plan Update (2008-2013), Whitewater University Technology Park: Feasibility Study and Strategic Implementation Recommendations (2008), Strategies for Retail Recruitment Report (2008), and recent plans for the other three quadrants of the City (East 1999, West 2004, North 2007). The Town of Whitewater Draft Comprehensive Plan also influenced the direction of this Plan. In instances where conflicts between the recommendations of the SWNDP and these other plans occur, the recommendations of the more current SWNDP take precedence in City decision making.

As part of the process to prepare the SWNDP, the City actively reached out for public, property owner, and Town of Whitewater input. While there were many informal contacts throughout the process, the following were the more formal input opportunities:

- Property Owner Interviews (also follow-up discussions) January 4, 2008
- Kick-off Public Meeting January 28, 2008
- Elkhorn Road Concepts Public Meetings April 7, May 5, 2008
- Concept Development Plan Public Meeting July 21, 2008
- Town of Whitewater Meetings 9/03/08, 1/07/09
- Draft Neighborhood Development Plan Public Hearings 3/16/09, 4/20/09

The City's public meetings were held before the Plan & Architectural Review Commission. Affected property owners and local governments were notified of all public meetings and hearings.



II. Summary of Existing Conditions

A. Location

The SWNDP planning area encompasses roughly 2,500 acres on and beyond the south side of the City of Whitewater, extending into the Town of Whitewater. (Because of the impact on Town lands, Town officials and property owners were closely involved throughout the planning process.) The planning area generally extends from Cravath and Trippe Lakes out to the edges of the Sanitary Service Area (SSA) boundary, as prepared by the Southeastern Wisconsin Regional Planning Commission (SEWRPC). The northwestern and northeastern bounds of the planning area transition into, and in certain cases overlap with, the planning areas for the previously adopted West Whitewater Neighborhood Development Plan and the East Whitewater Neighborhood Development Plan.

The boundary of the planning area should not be understood as being exactly the same as the boundary of the area where the City anticipates future development to occur. Later sections of this SWNDP document will further address this distinction.



B. Natural Features

The planning area is relatively flat to gently undulating. A majority of the undeveloped lands are farmed and free of tree cover. There are few steep slopes. Large parts of the planning area are very poorly drained and reside in floodplains, wetlands, and hydric soils (soils formed under wet conditions that present challenges to building development). Environmental corridors consist of the layering of many of these natural features and soil limitations. Environmental corridors depicted on the Site Analysis and Development Plan maps that are part of this document also include isolated, landlocked uplands next to environmental limited land where their position renders them virtually inaccessible and unbuildable.

The Whitewater Creek, Spring Brook, and several smaller waterways cross the planning area and drain into Cravath and Trippe Lake to the north. Generally speaking, the western portion of the planning area drains into Cravath Lake, while the eastern portion drains into Trippe Lake. Spring Brook flows under the Highway 12 bypass near Highway 89. The Whitewater Creek crosses the Highway 12 bypass just south of Trippe Lake, through Wisconsin DNR properties and eventually connecting with Whitewater Lake and the regionally significant Kettle Moraine.

Lands surrounding Cravath Lake and Trippe Lake are predominantly within floodplains and wetlands. Through its Park and Open Space Plan, the City envisions a network of parks, open

spaces, and trails looping around the Trippe Lake, eventually connecting to Whitewater Lake via a trail underpass under the Highway 12 bypass.

East of Elkhorn Road and west of Howard Road are pockets of wetlands surrounded by farmland. The area immediately surrounding these wetlands is planned for a neighborhood park and stormwater management.

In the very southeast corner of the planning area, near Highway P, are an abundance of environmental corridors and hydric soils with minimal access. The higher ground in this area is mostly farmed.

Overall, nearly all the natural features that are illustrated on the Site Analysis map are based on SEWRPC or Walworth County data and have not been surveyed on site. The compiled data provides general regional information, and may not be completely accurate for specific development purposes. Site surveys will be required for detailed planning and development of individual sites within this planning area, which may result in changes to the currently mapped locations of environmental corridors.

C. Existing Land Use Pattern

A majority of the planning area is currently in agricultural production with few rural residences. Particularly for lands within the Town of Whitewater, some property owners have indicated their intent to continue farming for the foreseeable future.

The US Highway 12 bypass is a major highway providing quick connections to surrounding cities such as Fort Atkinson, Elkhorn, and Madison. This highway bisects the planning area. Together with natural resource features, the bypass helps define current and future land use opportunities. State highway plans designate the Highway 12 route between Madison and the Stateline as the “Lake Geneva Connector,” envisioned for upgrades through 2030.

Developed lands in and near the planning area are summarized as follows:

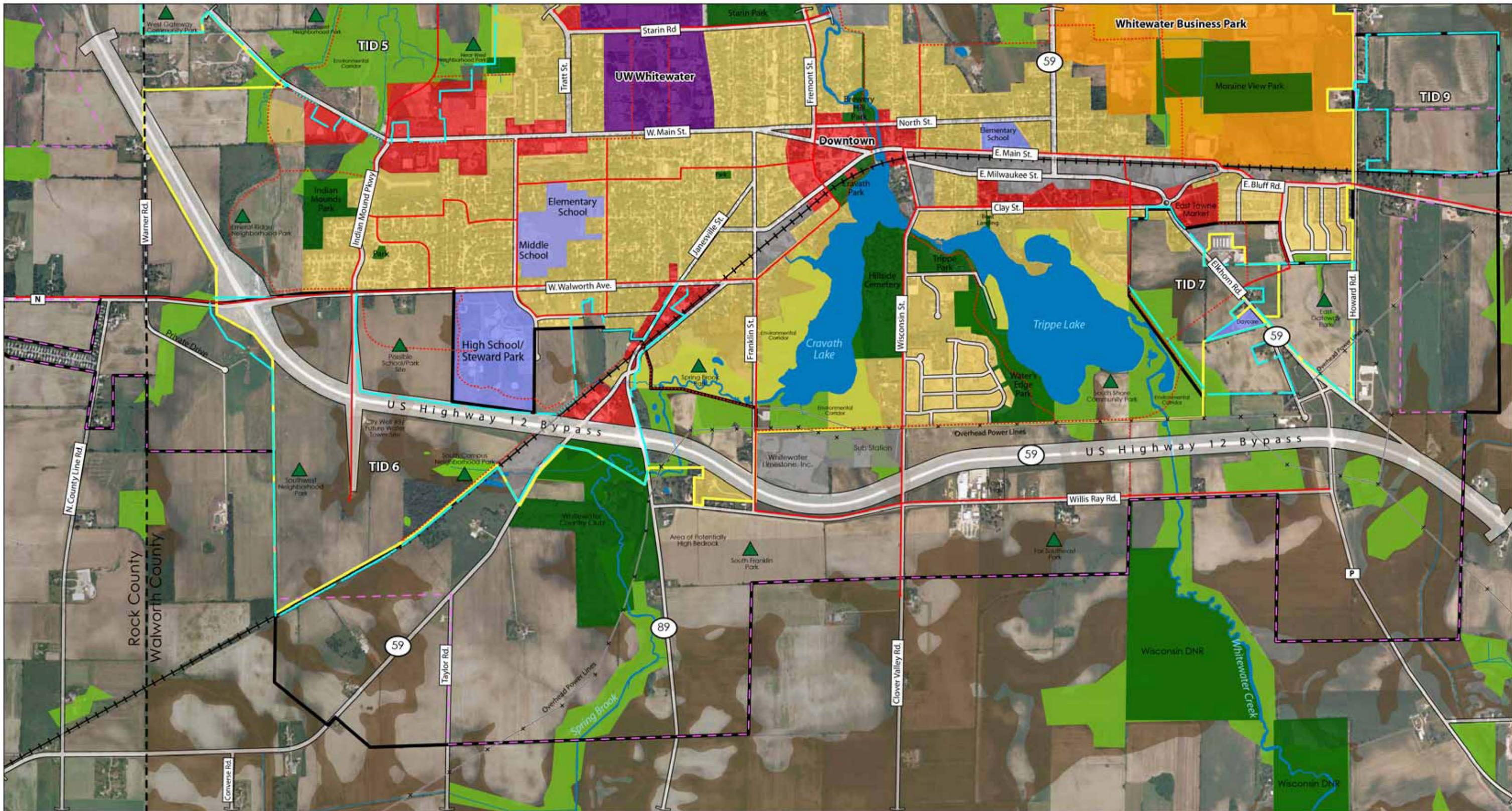
- Near the west side of the planning area, along Walworth Avenue, is Whitewater High School and the mainly single-family residential homes around it.
- At the intersection of State Highways 59 and 89, near the center of the planning area, is an existing small commercial area with a few surrounding residences.
- Just south of Cravath Lake and north of the bypass is an active quarry and electricity substation. Overhead transmission lines run from the substation through various stretches of the planning area. Both the quarry and substation area will likely remain for the foreseeable future.
- The Whitewater Town Hall, along with a few rural businesses and residences, are located between the bypass and Willis Ray Road. Further west along Willis Ray Road, closer to Highway 89, is a second cluster of rural housing.
- On the east side of the planning area, along Elkhorn, East Bluff, and Howard Roads, is a mix of commercial, multiple family residential, and single family residential land uses. A large portion of this area is newer development, or planned for near term development, under the East Whitewater Neighborhood Development Plan. A community-serving retail center, East Towne Market, is planned for the east side of the recently reconfigured roundabout intersection of Elkhorn and East Bluff Roads.

D. Existing Transportation Facilities

The planning area is served by the following arterial and collector roads:

- The **U.S. Highway 12 bypass** is the most prominent transportation route in the planning area and runs east-west along the entire southern edge of the City. The bypass is currently a two-lane highway, but sufficient right-of-way has been acquired for the eventual expansion to a four lane divided freeway. Along the bypass corridor and in the planning area are three signalized, at-grade intersections serving as major entrances to the City: West Walworth Avenue/County Highway N; State Highway 89; and Elkhorn Road/State Highway 59/County Highway P. These are eventually planned to be converted to interchanges. In addition to the three intersections, there are four under and overpasses connecting the City with the rest of the planning area, but have no direct access to the bypass: Indian Mound Parkway (overpass), State Highway 59/South Janesville Street (underpass), South Franklin Street (underpass), Clover Valley Road/South Wisconsin Street (overpass). The Wisconsin Department of Transportation's draft Connections 2030 Long-Range Multimodal Transportation Plan identifies this highway as the Geneva Lakes System Level Priority Corridor. Long term plans for the entire segment of highway between the Wisconsin Dells and the Illinois state line include conversion to a freeway sometime between the years 2020 and 2030, if supported by environmental studies.
- **State Highway 89** is the main south-central entrance to the City. This north-south highway connects south to Interstate 43 at the Village of Darien, and runs north through Fort Atkinson and Lake Mills to Interstate 94.
- **Elkhorn Road/State Highway 59** serves as the main east entrance to Whitewater. Highway 59 also extends under Highway 12 bypass, running southwest through Milton to Interstate 90/39 and Janesville. To the northeast, Highway 59 runs through Palmyra, Waukesha, and eventually Milwaukee. The intersection of Highways 59 and 89 in Whitewater is scheduled for realignment to improve traffic flow and safety.
- **Indian Mound Parkway, South Franklin Street, and Clover Valley Road/South Wisconsin Street** are collector roads providing north-south connections from the south neighborhood planning area to the rest of the City.
- **Howard Road**—currently a lightly traveled, hilly rural road—serves as a north-south connection near the east edge of the planning area. Its function could change significantly over time to carry additional traffic, particularly if some or all of it is redesignated as a realigned route for Highway 59 in the future (see later recommendations in this document).
- **West Walworth Avenue/County Highway N** is a collector road that provides a prominent west entrance to the City, and the northwest corner of the planning area. This east-west connection links Interstate 90/39 to Whitewater, representing the fastest route to Madison.
- **Willis Ray Road** is a Town road that travels east-west through the southern part of the planning area. It connects Highway 89 in the western half of the planning area with County Highway P on the east side of the planning area. It will increasingly serve as an important south side collector road in the future.

There is also an emerging north-south multiuse path that presently terminates at the north edge of the planning area, in the City just west of Trippe Lake. The City desires to extend that path both along the south and east sides of Trippe Lake, and further south to Whitewater Lake through the planning area.



Existing Land Uses

Illustrated land uses and roadways are intended to communicate the general land use patterns and main transportation networks. This is not a zoning map or future development plan map.

- Residential
- Business
- Commercial/Light Industrial
- Institutional
- Parks & Open Space
- Environmental Corridors
- Hydric Soils

- Planning Area Boundary
- 2009 City Limits
- County Boundary
- Sanitary Sewer Service Area
- Railroad ROW
- TID Areas
- Off Road Multi-Use Trails
- On Street Bike Routes
- Existing/Planned Parks
Based on 2008-2013 Park Plan

Site Analysis

Planning Area
The study area of the South Neighborhood Plan is generally bounded on the north by the existing City limits, and on the west, south, and east by the sewer service area. This study area provides some overlap of the West and East Neighborhood Plans effectively completing the ring of neighborhood development planning.

Highway 12 Bypass
This regional transportation facility provides convenient auto access and visibility for employers, retailers, and residences. This is a significant physical boundary however. Both visual and noise impacts will also need to be considered in deciding nearby future land uses. Under and over passes will be important components of the plan to serve both pedestrians and auto connections.

Interchanges
Two at grade intersections are located on the west and east ends of the study area. Future interchanges are planned in these locations. The issues of physical, visual, and audio impacts are increased at these areas. Special consideration of these impacts will need to be addressed. These areas are however very suitable for employment and commercial uses.

Elkhorn Road Corridor
The access and visibility of Elkhorn Road from the Highway 12 Bypass has provided an opportunity for this corridor to be a new commercial gateway to the City. This focus area received special attention during the planning process to determine the best future for development.

Environmental Corridors
The environmental corridors in this area generally consist of streams and wetlands. The Brook Creek and Whitewater Creek corridors divide this planning area. Taking advantage of opportunities for regional natural connections and trails is critical.

Hydric Soils
Significant areas of soils are classified as hydric. Though development in some of these areas is feasible, further field testing will be needed to determine the extent of the limitations and development opportunities. There are also areas with bedrock near the surface.



SOUTH NEIGHBORHOOD
City of Whitewater, Wisconsin

Site Analysis



III. Objectives

The SWNDP is based on and reflects the following objectives. The objectives reflect the City's broad position towards future development and preservation in and affecting the SWNDP planning area. They also informed the more detailed land use, transportation and other recommendations and Development Plan map, which are featured in the final section of this document.

A. Growth Management Objectives

1. Encourage orderly, planned, and phased growth within the planning area in accordance with growth projections and considering the opportunities for City growth in this and other quadrants of the City.
2. Plan for a mix of uses that complements, and does not jeopardize, development objectives and desired locations for different types of uses in other parts of the City, such as commercial and business park development.
3. Manage the rate and intensity of planned development to coincide with the City's ability to provide services and manage impacts.
4. Direct development away from environmental corridors and plan for new development that does not negatively impact the environment or other property owners.
5. Discourage premature development without public utilities within the SWNDP planning area and the City's Sanitary Sewer Service Area, as may be from time to time amended.
6. Work collaboratively with the Town and property owners to preserve farmland and limit non-farm development in those "Future Neighborhood Growth Areas" shown on the Development Plan map that are in the Town, until a reasonable amount of planned and available lands in and closer to the City are developed.
7. Pursue cooperation with the Town of Whitewater on issues such as municipal boundaries, farmland preservation, stormwater management, sewer and water services, and road maintenance.

B. Development Mix and Arrangement

1. Provide attractive settings for housing, jobs, shopping, and recreation in appropriate locations.
2. Concentrate higher intensity commercial and technology development along Highway 12, particularly near at-grade intersections/future interchanges, and in high-visibility locations, recognizing that the market may not support such uses in all locations that have these characteristics.
3. Direct lower intensity, predominantly residential uses to areas that surround open space, where available, and to other areas that may be less attractive for non-residential development.
4. Use transportation and environmental corridor systems to provide appropriate breaks between different land use types and intensities.
5. Relate neighboring land uses to each other through integrated site planning, lighting and signage control, and interconnections for walking, biking, and driving.
6. Work cooperatively with the University of Wisconsin-Whitewater and affected property owners on the development of a University Technology Park within the planning area, as a center for

“next generation” job and tax base growth for the community. Pursue compatible commercial and housing development in the area of the Technology Park.

7. Work cooperatively with the Whitewater Country Club and area property owners on the possible future expansion of the Club, including potential club house, golf course, and/or related housing expansion.
8. Work to implement the recommendations of the Whitewater University Technology Park: Feasibility Study and Strategic Implementation Recommendations and Strategies for Retail Recruitment Report.

C. Community Design & Identity

1. Assure that new development includes high-quality building, site, landscaping, signage, and lighting design (consistent with City ordinances), and fits within the context of a mid-sized, free-standing community, regardless of what community this land initially develops within.
2. Follow the unique development design standards for specific future land use areas shown on the Development Plan map, as presented and illustrated in the final section of this document.
3. Design new developments in a manner that respects the pedestrian as well as the automobile (e.g., separated walkways, road and sidewalk connections between developments).
4. Orient new development to adjoining open space without restricting public access or views to that open space.
5. Effectively provide and mark important approaches, transitions, and gateways to significant community features, such as the planned University Technology Park and the Walworth Avenue, Elkhorn Road, and Highway 89/59 entrances to the City.
6. Carefully consider the impact of pre-existing adjoining uses, such as farming, before approving new development within the planning area.

D. Transportation Connections

1. Provide safe, convenient transportation connections for motorists, non-motorists, children, and adults between different parts of the planning area and to important community facilities and districts outside of the planning area.
2. Remain involved and advocate City positions with respect to future Highway 12 expansion and interchange development. Support recommendations described in the State’s Connections 2030 Long-Range Multi-Modal Transportation Plan to upgrade the highway from the Dells to the Illinois state line to a freeway in the future.
3. Support improvements to Highway 59, including short-term realignment with Highway 89 and the potential longer-term rerouting of Highway 59 to the Howard Road corridor area.
4. For planned local streets, emphasize access and connectivity over moving traffic quickly.
5. Plan for multiple road connections to all new subdivisions and other large developments in a manner that is consistent with the City’s subdivision ordinance.
6. Provide bike and pedestrian routes through environmental corridors and along neighborhood streets in accordance with the City’s Park and Open Space Plan, as may be amended from time to time.

7. Control driveway access onto arterial and collector streets. When such streets are built or reconstructed, consider traffic control features to control speeds and increase pedestrian and bicyclist safety, including pedestrian refuge medians, bulb-outs at intersections, and bike lanes.
8. Work to connect the City's multiuse path network around Trippe Lake, along Spring Brook, and to Whitewater Lake.

E. Open Space

1. Protect environmental corridors and archeological resources, and recognize the opportunities and constraints that these features present for nearby development and recreation.
2. Recognize that environmental corridors depicted on maps in this Plan have been mapped from generalized sources, and that actual conditions may vary. Refine the boundaries of environmental corridors as development projects are proposed near these areas, with refinements based on actual site conditions.
3. Use environmental corridors to define the edges of development groupings, serve multiple natural and recreational functions (e.g., passive park sites), and enhance neighboring property.
4. Recognize that soil and bedrock conditions and location in the planning area may form constraints for the development that is anticipated by this Plan. Adjustments may be necessary based on more detailed soil and environmental studies at the time of development.
5. Promote the dedication and acquisition of park lands within and/or adjacent to natural areas, if consistent with the City's Park and Open Space Plan.
6. Encourage neighborhood and site designs that are sensitive to and help connect nearby environmental features, and recognize the potential impacts from and to nearby farming.
7. Work with the Town of Whitewater, Walworth County, property owners, and other interested parties on the long-term preservation of farmland and natural areas in mutually agreed areas.
8. Reserve low-lying areas for stormwater management basins, and develop stormwater systems in accordance with City stormwater management plans and ordinances.
9. Use low-impact street design techniques for roads crossing and adjacent to environmental corridors—such as narrower pavement widths—to minimize surface water pollution and runoff.

IV. Specific Recommendations

The following recommendations are intended to expand upon the above objectives and the Development Plan map near the end of this document. The recommendations are divided into three categories: A) Transportation, B) Environment, Farming, and Recreation, and C) Land Development. Existing and planned roads and environmentally constrained lands establish a critical framework for the future land use pattern, which is why this information is presented first in this section.

The Development Plan map for the SWNDP, included at the end of this document, depicts several distinct future development groupings that will, in the future, be characterized by different land uses, mixes, and densities. These groupings are intended to be tied together by an interconnected road network and the area's open space system. The future road and trail network is also designed to provide appropriate connections to the rest of the City and region.

Within and near the area of the proposed University Technology Park, alternative road alignment options may be pursued. These are represented as Options A, B, and C at the end of this document. The options mainly differ on how future access from this area out to Highway 59 is achieved in the future. Interaction with the State Office of the Commissioner of Railroads and the rail operator for the planned rail crossing will be essential. Property owner preferences are also important.

A. Transportation

The Development Plan map at the end of this document depicts recommendations for highways, major streets, local streets, and bike and pedestrian routes based on land use, environmental constraints, and travel patterns. The City will attempt to work cooperatively with surrounding governments on future road alignments and maintenance. The City also may update its Official Map to reflect the major road recommendations within this Plan, once a preferred road option is selected for the proposed Technology Park area (see Options A-C later in Plan).

Specific development proposals and detailed traffic engineering may justify adjustments to the road plan, including slight changes to the arterial and collector road intersection points and changes in the shapes and alignments of roads. However, the following principles in road system and land use planning will be maintained:

- Public roads should respond to the surrounding land uses. Public rights-of-ways should be designed to standards that help reinforce desired travel speeds, serve the intended users of the street, and provide opportunities for pedestrian and bike travel.
- Public road connections should be made between parcels so that local traffic does not have to use major streets to travel between adjacent developments, business parks, and subdivisions.
- To assure access to all properties and integrate individual developments into the larger community, public roads should bisect deep properties, and cul-de-sacs should generally be avoided except where natural or human-made barriers (e.g., rail lines) justify their use.
- Where different categories of future land use are shown on either side of a planned road, any approved realignment of that road should consider the reconfiguration of future land use areas to maintain the same relationship with the road.

Key transportation recommendations in this Plan include the following:

- **An Indian Mound Parkway Extension**, potentially as far south as Highway 59 (see Options A or C). Not only would this extension serve as an important north-south City connection, but it would provide two entrances for the planned University Technology Park. If Options A or C is selected, this roadway is envisioned to connect to Highway 59 at a realigned Taylor Road. The recommended future road alignment for the section between the railroad tracks and Highway 59 would provide buildable sites on either side of Indian Mound Parkway. The realignment of Taylor Road to the suggested location should be evaluated for safety and traffic flow reasons.
- **An extension of a road from the CTH N/Warner Road intersection through the planned University Technology Park**, at the west edge of the planning area, to provide another access to the planned University Technology Park. This road could also extend all the way south to Highway 59, to the south of Taylor Road (see Option B). This would become particularly important if the Indian Mound Parkway connection to Highway 59 (or another connection even further north along Highway 19) cannot be achieved.
- **An intersection realignment for State Highways 59 and 89**. This planned intersection realignment will create a perpendicular configuration and improve the development potential on surrounding lands.
- **A South Street connection**, north of the bypass, as adjacent land develops. This will connect Elizabeth Street (near the High School) to South Janesville Street (Highway 89).
- **Elkhorn Road improvements**, when this planned commercial City gateway corridor undergoes development. The existing and planned intersections at Jake's Way, South Moraine View Parkway, and Cox Road may warrant additional roundabouts, similar to the Bluff Road intersection. For the purposes of efficient traffic circulation and safety, the streets extending from these intersections provide access to commercial sites and nearby neighborhoods. Limited or no new private driveway access will be permitted along Elkhorn Road from the bypass north to Bluff Road. Additional consideration for the desired character along this gateway Elkhorn Road corridor should be given, with respect to features like landscaping, lighting, signage, wayfinding, sidewalks, pedestrian connections, building placement, and setbacks.
- **A potential rerouting of Highway 59** to the Howard Road corridor, which is intended to serve multiple purposes. These include providing a more direct route to the Whitewater Business Park and future expansion areas and providing a more efficient route through Whitewater for through traffic. This idea is a modification of past City plans, which also suggested the rerouting of Highway 59, but along a somewhat different route. Obviously, substantial coordination with WisDOT and others will be necessary to accomplish this proposed rerouting.

B. Environment, Farming, and Recreation

The SWNDP seeks to create a connected network of open spaces consisting of undisturbed (or restored) natural areas and active recreational areas (parks) tied together with paths. In general, parks should be adjacent to environmental corridors to allow for both active and passive recreational opportunities within the same area and to provide an additional buffer between development and environmental corridors where possible. Overall, planned natural and recreational areas will help define the planning area as it develops in the future.

Key environmental, farmland, and recreational recommendations in this Plan include the following:

- **Refinement and protection of Environmental Corridors:** New private development should be discouraged in environmental corridors, as depicted on the Development Plan map, and is often very limited by zoning. Development types on adjacent lands should be limited to those which will not impair the resource, and should ideally be buffered from the edges through distance and vegetation. Generally appropriate uses within the environmental corridors include open space, non-structural recreational uses (like trails), stormwater management, and farming. Parks, golf clubs, and extremely low-density residential development at a density not to exceed one housing unit per five acres of upland corridor land may also be permitted within upland segments of the corridor. Lands shown as environmental corridors may be considered for more intensive uses if (a) detailed studies reveal that the characteristic(s) which resulted in their designation as environmental corridors is not actually present, (b) approvals from appropriate agencies are granted to alter a property so that the characteristic which resulted in its designation will no longer exist, or (c) a mapping error has been identified.



Environmental Corridors provide areas for wildlife habitat, future trails, park space, and stormwater management - amenities for adjacent development and the entire City.

- **Collaboration on farmland preservation:** Representatives from the Town of Whitewater and some land owners have expressed an interest in preserving farmland in and near the planning area. The City believes that a healthy farm economy has many benefits to the region. To this end, it supports and will help implement long-range farmland preservation in areas shown for future “Agricultural & Open Space Preservation” use on the Development Plan map, in part through limiting the non-farm development in these areas. In general, promoting compact urban development on sanitary sewer, water, and other urban services is a far more effective way to preserving farmland than allowing rural residential and commercial development, which often occurs at densities that are five or more times more land consumptive. Further, the City will phase development in planned “Future Neighborhood Growth Areas” on the Development Plan map that are not currently located in the City to correspond with property owner wishes and actual future land area needs for development.
- **Progressive erosion control and stormwater management:** To preserve surface water and groundwater resources, the City will practice progressive stormwater management techniques and require these techniques of private developers. Various techniques may be used to achieve this goal, including overland water transfer, requiring maximum impervious surface ratios for development sites, using natural landscaping, and installing site or regional detention basins. All development within the City should follow the City’s stormwater ordinance, unless waivers are obtained. The Development Plan map identifies conceptual areas for stormwater detention, based on an analysis of drainage patterns, the location of low points, and the typical amount of land required to manage runoff.

- **Implementation of the City's Park and Open Space Plan:** The Development Plan map depicts planned locations for future parks, usually in locations advised under the City's Park and Open Space Plan. A key recommendation of the City's Park and Open Space Plan, has, for several years, been the eventual development of a loop bicycle and pedestrian path around Trippe Lake and connections along the Spring Brook and to Whitewater Lake. The Off Road Multi-Use Trails shown on the Development Plan map generally reflect and elaborate on the recommendations of the City's Park and Open Space Plan in these areas.

As part of the Whitewater University Technology Park: Feasibility Study and Strategic Implementation Recommendations document, parkland has also been identified as a desirable component of the potential University Technology Park. One of the primary purposes of this parkland would be to serve employees of the businesses within the Technology Park, providing a place for recreation and relaxation. Such an amenity would also add to the overall quality of development in the Technology Park. However, because the park will not be located in a residential neighborhood, park acquisition and the construction of park improvements may not be fundable through the City's typical parkland dedication/fee requirements. Therefore, the City would have to pursue creative approaches to funding the acquisition and improvement of this park. Potential strategies include applying for funding through state and federal grants, soliciting donations from businesses, and/or using Tax Incremental Financing (TIF) dollars to help fund park improvements. If the park was oriented so that residents in adjacent neighborhoods could benefit from the park facilities, there may be an opportunity to pay for some park improvements through the City's park improvement fees. The City could also explore altering its subdivision ordinance to provide for parkland dedication and fees from non-residential subdivisions.

- **Collaboration on potential Golf Course expansion:** The Whitewater Country Club has considered potential acquisition in the area of the Club for expansion of the golf course, generally southwest of the Whitewater Country Club. Expansion of the golf course could assist the City with other community development objectives, including the development of the nearby planned University Technology Park. The potential future golf course expansion should respect the surrounding environmental corridors. There may also be an opportunity to combine golf course expansion with new housing development to create a golf course community. Clubhouse expansion has also been considered.



The proposed University Technology Park is in the foreground, with the Whitewater Country Club near the center of the photo

C. Land Development

The Development Plan map presents a relatively diverse future land use pattern, accommodating a mix of different future land uses and densities. Except for within "Agricultural & Open Space Preservation" areas depicted on this map, all future development in the planning area is intended to

be served with municipal sewer and water services. The City will work with the Town and Counties to prevent large-scale, premature development projects in the planning area that are not so served.

The following text provides additional detail on the recommended character, density, and design of the major future land use categories listed and depicted on the Development Plan map.

1. Single Family Residential

The Single Family Residential future land use category is intended to accommodate mostly single family housing, but will also allow for some two family homes to be integrated into areas identified on the Development Plan map within this category. The Development Plan map features a couple of areas planned for future Single Family Residential land use, particularly east of the High School.

Planned Single Family Residential areas have been laid out on the Development Plan map to include interconnected roads, sidewalks, and neighborhood parks and open spaces. The City intends to promote building styles that provide a high-quality living environment and foster neighborhood interaction. To accomplish this, houses should be oriented toward the street; housing design and color diversity will be promoted; and building facades should be articulated through the use of various design elements such as porches, dormers, gables, chimneys, and ample window openings. “Thrust” garages for single family house should generally be avoided. Garages should ideally be recessed from the front façade of the house, side-loaded, or detached and located behind the house. The garage should not dominate the front façade of the house.

Example of Single Family Residential Design & Character



The Single Family Residential future land use category also encompasses the mobile home park located along County Line Road in Rock County. The park is currently served by a large private septic system. Over time, the City may work with the owner and the Town of Lima, on future improvements to the mobile home park, including the extension of municipal services to this area.

Existing City zoning districts appropriate for this future land use category are R-1 or R-1X One Family Residence Districts. The R-2 One and Two Family Residence district or even PCD zoning may also be appropriate where smaller lot sizes are desired, or where duplexes may be considered.

2. Mixed Residential

Future Mixed Residential areas are designed to accommodate a diversity of housing options for residents of the City. Appropriate residential uses for Mixed Residential areas include both two-family and multiple family residences (i.e., townhouses, duplexes, condominiums, and apartments), along with limited single family residences. Mixed Residential areas are also appropriate for retirement or elderly care communities that may or may not include associated medical and/or other service facilities. In general, future Mixed Residential areas are shown on the Development Plan map to be located near major street intersections and commercial areas. Areas of Mixed Residential land uses have been well dispersed throughout the planning area so as to avoid large concentrations of this type of development in one place and to accommodate a variety of housing needs in all parts of the community.

Example of Mixed Residential Design & Character



The main areas planned exclusively for Mixed Residential development are described in greater detail below:

- **North of the bypass and east of Clover Valley Road:** This area will be interconnected with the Water's Edge neighborhood to the north and will serve as a transition between the bypass

and this neighborhood. Noise issues and development site limitations will provide challenges to the development of this area.

- **Near Elkhorn Road:** This area will be appropriate for condominiums, apartments, and townhomes. It will provide a transition between the more intense commercial uses along Elkhorn Road and lower density neighborhoods. On the west side of Elkhorn Road, the planned Mixed Residential use area will compliment the adjacent Villages at Trippe Lake condominiums while capitalizing on the amenities of Trippe Lake. Also, by providing a variety of residential homes and greater density within this corridor, the opportunity for linking with walkable destinations (e.g., parks, shopping) is more viable.

Mixed Residential areas should generally be zoned R-3 Multifamily Residence District or the PCD Planned Community Development district. In addition, the following design guidelines should generally be applied within the Mixed Residential areas:

- a. Incorporate architectural designs that fit the context of the surrounding neighborhood. Encourage layouts where buildings appear as a grouping of smaller residences.
- b. Promote the use of brick and other natural materials as components of building facades.
- c. Avoid monotonous facades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and facade setbacks, varied roof designs, and bay windows.
- d. Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to public sidewalks to increase pedestrian activity. Include private sidewalk connections.
- e. Locate dumpsters and other unattractive uses behind buildings and/or screen them with materials that match the building.
- f. For parking lots and garages, generally promote the following: (1) locate garage doors and parking lots so they are not the dominant visual element; (2) buffer parking areas from public view; (3) break up large parking lots with landscaped islands and similar features; (4) provide direct links to building entrances by pedestrian walkways that are physically separated from vehicular movement areas; (5) large, prominent parking garages are undesirable, but where necessary, break up facades with foundation landscaping, varied facade setbacks, and recessed garage doors.
- g. Provide on-site recreational and open space areas to serve the needs of residents.
- h. Provide generous landscaping that is of sufficient size at time of planting. Emphasize landscaping in the following areas: (1) along all public and private street frontages; (2) along the perimeter of all paved areas and in islands in larger parking lots; (3) along all building foundations; (4) along yards separating land uses that differ in intensity, density or character; (5) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); (6) around all utility structures or mechanical structures visible from public streets or less intensive land uses.

3. Planned Mixed Use

The Planned Mixed Use future land use category allows for a carefully controlled mix of commercial, office, “Mixed Residential”, and/or institutional uses, potentially including opportunities for limited single family residential use as well. As its name implies, this category is intended to allow a wider variety of land use types, and relationships between those uses, than might otherwise occur under a single-use category. However, given this flexibility, development approvals within these areas should only be granted after submittal and public review of unified, high-quality,

detailed development plans. If Planned Mixed Use areas are developed in phases, the individual phases should be planned and presented to the City with consideration of the entire area.

Site layouts, development scale, and building groupings should reflect appropriate relationships between the different land uses occupying the site. When properly conceived, a Planned Mixed Use area will allow any residents of the area to comfortably walk to work or shopping. Adequate recreational space should be built into residential components of these projects, either on-site or within walking distance. Development should meet the design guidelines applicable to Mixed Residential and Commercial future land use areas, as appropriate, and refer to the design ideas depicted in the following graphic.

The City will generally promote the use of PCD Planned Community Development zoning for these areas allow for the development of unique spaces.

Examples of Planned Mixed Use Development Appropriate to Whitewater



4. Community Commercial and Highway Commercial

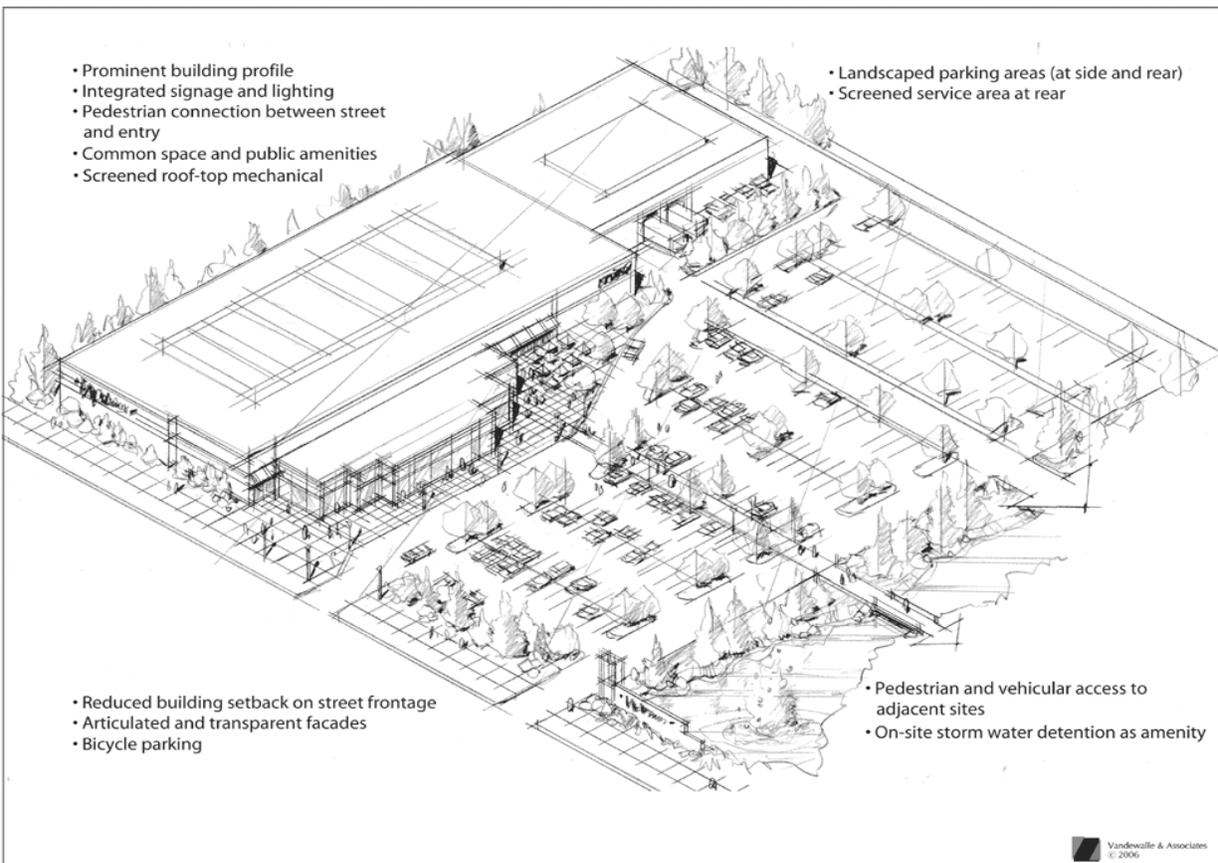
The Development Plan map utilizes two different future commercial land use categories to represent different desired future characters of commercial uses in different areas.

The Community Commercial future land use category is intended to accommodate a variety of indoor business and office uses intended to serve the entire community and greater region. These include uses such as retail stores, restaurants, office buildings, financial institutions, grocery stores, and other similar uses. The City's B-1 Community Commercial Zoning District, or PCD zoning, are generally most appropriate for planned Community Commercial areas.

As shown on the Development Plan map, Community Commercial use areas are planned in the following areas:

- **Elkhorn Road Community Commercial Corridor:** This corridor provides opportunities for multiple large-scale retail and ancillary service and restaurant uses serving a local and regional market. The scale and type of uses might be similar to those currently found on West Main Street. Primary visibility and regional access will be provided via the bypass intersection at Elkhorn Road/Highway 59. Good design is critical with such large-scale projects; the following example provides basic guidance for larger-scale projects in the Elkhorn Road Corridor.

Example of Community Commercial Design Along the Elkhorn Road Corridor



- **Highway 12/Walworth Avenue Community Commercial Site:** This second planned Community Commercial site, as illustrated on the Development Plan map, gains access from the bypass interchange at Walworth Avenue and enjoys a long stretch of frontage along the bypass. The site provides opportunities to serve the local community, the potential University Technology Park, and to a limited extent the traveling public. Full auto access into the site will be via Indian Mound Parkway, with perhaps a right-in, right-out only access closer to the bypass along Walworth Avenue. Given the single family housing in close proximity and the relatively small site area, the range and scale of potential future commercial uses will be somewhat limited. Desirable future uses in this Walworth Avenue Community Commercial location include a grocery store, sit down restaurant, financial institution, office building, and other commercial uses that are compatible with a location close to a single family neighborhood and a Technology Park. Maximum square footage allocated to any single commercial use should not exceed 70,000 square feet, which is around the floor area of a moderately-sized supermarket, and maximum building height along Walworth Avenue across from pre-existing residential uses should be 2½ stories. City development approvals should be considered only after informal neighborhood meetings on any proposed project are held.

Examples of Community Commercial Design at Walworth Avenue Site



For along Walworth Avenue



For deeper (further south) on the site

The Highway Commercial future land use category is designed for retail and commercial service uses focusing on highway travelers and the regional population, but also serving community residents. Most of these uses will be auto-oriented, such as gas stations, convenience stores, and fast-food restaurants. The noise and traffic impacts of such businesses suggest that they be located away from less intensive uses, such as single family neighborhoods. The Development Plan map identifies planned Highway Commercial sites around the Highway 12/Elkhorn Road interchange, along the Highway 59 corridor, and on the south side of the County Highway N/ Warner Road intersection. The City's B-1, B-3 Highway Commercial and Light Industrial District, or PCD zoning may all be appropriate for these areas.

Community Commercial and Highway Commercial areas are planned along gateways into Whitewater. Their overall design and site layout should reflect this high profile. The following design guidelines should generally be applied in the development of these areas:

- a. High quality landscaping treatment of bufferyards, street frontages, paved areas and building foundations.
- b. Intensive activity areas such as building entrances, service and loading areas, parking lots, and trash receptacle storage areas oriented away from less intensive land uses.
- c. Parking lots heavily landscaped with perimeter landscaping and/or landscaped islands to buffer views from streets and residential uses.
- d. Parking to the sides and rear of buildings, rather than having all parking in the front.
- e. Signage that is high quality and not excessive in height or total square footage. Monument signs are the preferred type of ground signs.
- f. Location of loading docks, dumpsters, mechanical equipment, and outdoor storage areas behind buildings and away from less intensive land uses.
- g. Screening of loading docks, dumpsters, mechanical equipment, and outdoor storage areas through use of landscaping, walls, and architectural features.
- h. Limited number of access drives along arterial and collector streets.
- i. Safe, convenient, and separated pedestrian and bicycle access to the site, from the parking areas to the buildings, and to adjacent commercial developments.
- j. Illumination from lighting kept on site through use of cut-off luminaries.
- k. High quality building materials, such as brick, wood, stone, and tinted masonry, with a de-emphasis on corporate franchise architecture.
- l. Low reflectant, solid earthtone, and neutral building colors.
- m. Canopies, awnings, trellises, bays, windows and other architectural details to add visual interest to facades.
- n. Variations in building height and roof line, including parapets, multi-planed, and pitched roofs and staggered building facades (variations in wall depth and/or direction).
- o. Materials on all building facades of similar quality as the front building façade, except where non-front façades have low public visibility or are aggressively screened.
- p. Central features which add to community character, such as patios and benches.

Relationship to “The Retail Coach” Study

In 2008, the City hired the firm The Retail Coach, LLC to prepare a retail market analysis and develop a recruitment strategy to help attract new retail businesses to the community. Key results of the analysis include the following:

- Whitewater is underserved in several retail categories.
- The City lacks lodging options.
- Residents must travel outside the community to find many retail goods and services.
- New restaurants and more specialty stores downtown could attract more tourists.
- New retail on the bypass will allow the City to stretch its retail market.

The study also identified several locations throughout the City where retail development would be appropriate. These locations included two areas within the south neighborhood planning area: the Elkhorn Road corridor and the site west of the High School campus near Indian Mound Parkway. The future commercial land use recommendations in this SWNDP regarding locations for commercial development are generally consistent with the recommendations in the Retail Coach study. While it was the Retail Coach’s primary objective to identify the most viable areas of the City for retail development, the land use recommendations in this Plan are the result of a variety of factors and considerations that go beyond the factors considered as part of the Retail Coach study.

For example, the Retail Coach study identifies the roughly 70-acre site west of the High School Campus, and located on either side of Indian Mound Parkway, as a viable location for retail development. But this does not mean that the entire site should be planned for retail development. When developing the land use plan for this site, other factors were considered as part of this planning process, such as the nature of surrounding land uses, traffic concerns, community character issues, a desire to distribute retail opportunities and other commercial development throughout the community, and the need to interconnect and integrate this site with existing and other planned areas of the City. Based on these considerations, the land use pattern proposed for this area accommodates not only commercial development, but also future residential areas.

Likewise, while the Elkhorn Road corridor provides an ideal location for retail development given its proximity to and visibility from the Highway 12/Elkhorn Road intersection, the proposed plan for this corridor allows not only for commercial development, but also planned housing and mixed use areas. This future land use pattern will still accommodate a variety of retailers (including those with a large building size) and restaurants, but will also provide appropriate transitions to existing and planned residential areas, open spaces, and Trippe Lake.

5. University Technology Park or Planned Mixed Use

This future land use category accommodates University Technology Park development as a priority, Planned Mixed Use development (as described above), or combinations of the two in a mixed use setting.

In 2008, the City, in partnership with the University of Wisconsin-Whitewater, hired a consultant team to complete the Whitewater University Technology Park: Feasibility Study and Strategic Implementation Recommendations—a master plan for a potential University Technology Park. In summary, the Park may encompass 250+ acres south of the bypass along an Indian Mound Parkway extension. The proposed University Technology Park is intended to accommodate high quality technology and research industries that complement the academic strengths of the University of Wisconsin-Whitewater. At the time this SWNDP was adopted, a Whitewater Technology Park Board of Directors had begun to oversee the development of the potential Technology Park. The Board is working on several fronts to bring the Technology Park to reality.



The University of Wisconsin—Whitewater campus is shown in the foreground and to the left side of the photo. The proposed University Technology Park area is in the upper right corner

Targeted land uses for the Technology Park include agribusiness, software and information technology services, education and training services, financial services, and self-employed consultants. Light assembly, research facilities, office uses, and a limited range of directly supportive commercial uses (e.g., café, coffee shop) are also appropriate. In areas more distant from the core of the proposed Technology Park, light, clean industry capitalizing on both rail and highway access and may also be appropriate with adequate protections to ensure the integrity of the Technology Park setting. Given factors such as prevailing summer winds and ensuring a protected environment for Technology Park investment, this is not the location in the City for heavy, rail based industry.

Emphasis will be placed on creating an environment that will support and provide amenities for Technology Park development. These include high quality building and site design, natural area preservation, sustainability and ecologically-sound development practices, energy efficiency and reliability, and high-speed telecommunications. Existing wetlands, represented as Environmental Corridors on the Development Plan map, will be protected. The woodland near the railroad tracks should serve as a development amenity, and efforts should be taken to preserve its integrity (if not every single tree) during the development process. Particular attention will also be paid to environmental sustainability and energy efficiency, including opportunities to share and recycle

excess energy between businesses. The provision of reliable and redundant sources of power will also be important to the future operations of the potential Technology Park, as will be access to high speed telecommunication technology.

Of the City's existing zoning districts, PCD Planned Community Development zoning would be the most appropriate district to accommodate development in the potential Technology Park or most forms of mixed use development that are otherwise envisioned. The City may explore the creation of a new Technology Park zoning district to more specifically address and accommodate the desired development in this area. Any light industrial use areas that are more distant from the center of the Technology Park may also be zoned M-1 General Manufacturing, with covenants to further protect against negative impacts on nearby uses and the integrity of the Technology Park.

If the Technology Park Board or City decides that the University Technology Park is not viable for all or part of this area, the City will review the recommendations of this SWNDP and will consider alternative future land uses for this area. Alternatives should include non-residential future uses based on several factors. These factors include the visibility and access from the bypass and railroad and possible limitations for housing with basements that results from the high bedrock in certain parts of this area. Again, this is not the location in the City for heavy, rail based industry.

6. Tech Park or Commercial

The Tech Park or Commercial future land use category is shown on the Development Plan map to accommodate either Community Commercial land uses (described above), future Technology Park expansion (also described above), or combinations of the two in a mixed use setting. This future land use category is designated in two locations on the Development Plan map. The first is shown between the railroad corridor and Highway 59 and the second is near the Highway 12/N intersection.

Regardless of what land uses are ultimately developed in these two areas, both areas are important because they function as gateways into the potential Technology Park. Therefore, all future development of lands designated as Tech Park or Commercial should be characterized by high quality building and site design. Uses such as gas stations will be allowed in these areas if they are constructed using high quality site and building design (see following examples).



The City will continue to communicate with property owners regarding the best uses for the Tech Park or Commercial areas as the success of the potential University Technology Park becomes clearer. Regardless of how these areas are developed, it will be of critical importance that at least

some of the optional road connections (see Options A-C) be installed to ensure connections to adjacent highways.

7. Business Park

Building design and landscaping within the Whitewater Business Park and its planned easterly expansion areas should reflect the desired high-quality Business Park setting. Building and landscaping quality should be especially high at Business Park entrances, across from non-industrial uses, and at other highly visible sites. Other neighborhood development plans—most recently the North Neighborhood Development Plan—provide design guidelines for planned Business Park areas.

The Business Park future land use category has also been mapped south of Highway 12 along Willis Ray Road and in a smaller area just north of Highway 12 and west of Wisconsin Street. These areas were considered appropriate locations for future industrial development due to their highway visibility, the presence of existing industries in these areas, and their proximity to a power substation located on the north side of Highway 12.

Recommended City zoning for areas shown as Business Park is M-1 Light Industrial.

8. Future Neighborhood Growth Areas

The Future Neighborhood Growth Areas are identified on the Development Plan map in various locations to depict areas intended for a mixture of housing with neighborhood-compatible commercial, office, institutional, and parks and open space uses. Already within the City, the Future Neighborhood Growth Area west of the high school will provide a mix of residential uses. It will provide opportunities for mixed-generation housing within a short walk to both the high school's facilities and planned commercial uses west of Indian Mound Parkway.

Development within Future Neighborhood Growth Areas that were in the Town of Whitewater when this SWNDP was written is not expected to occur until significant development of planned areas closer to the City is underway, except perhaps if the Whitewater Country Club proposes expansion. The exact timing and approach for future development in these areas outside the current City limits should be addressed in the City's upcoming comprehensive plan, through which detailed citywide growth projections will be made.

Premature development in these Town areas is discouraged; for example, rural (unsewered) subdivisions should not be allowed in these areas. Farming and open space are the most appropriate interim uses. Future development of all of these areas will need to respect environmental constraints, recognize soil and bedrock limitations, respect adjacent farming activities, and effectively manage stormwater. Parks and potential school site needs will require evaluation; conceptual locations for these facilities are depicted on the Development Plan map.

Neighborhood development design in Future Neighborhood Growth Areas should reflect the following principles:

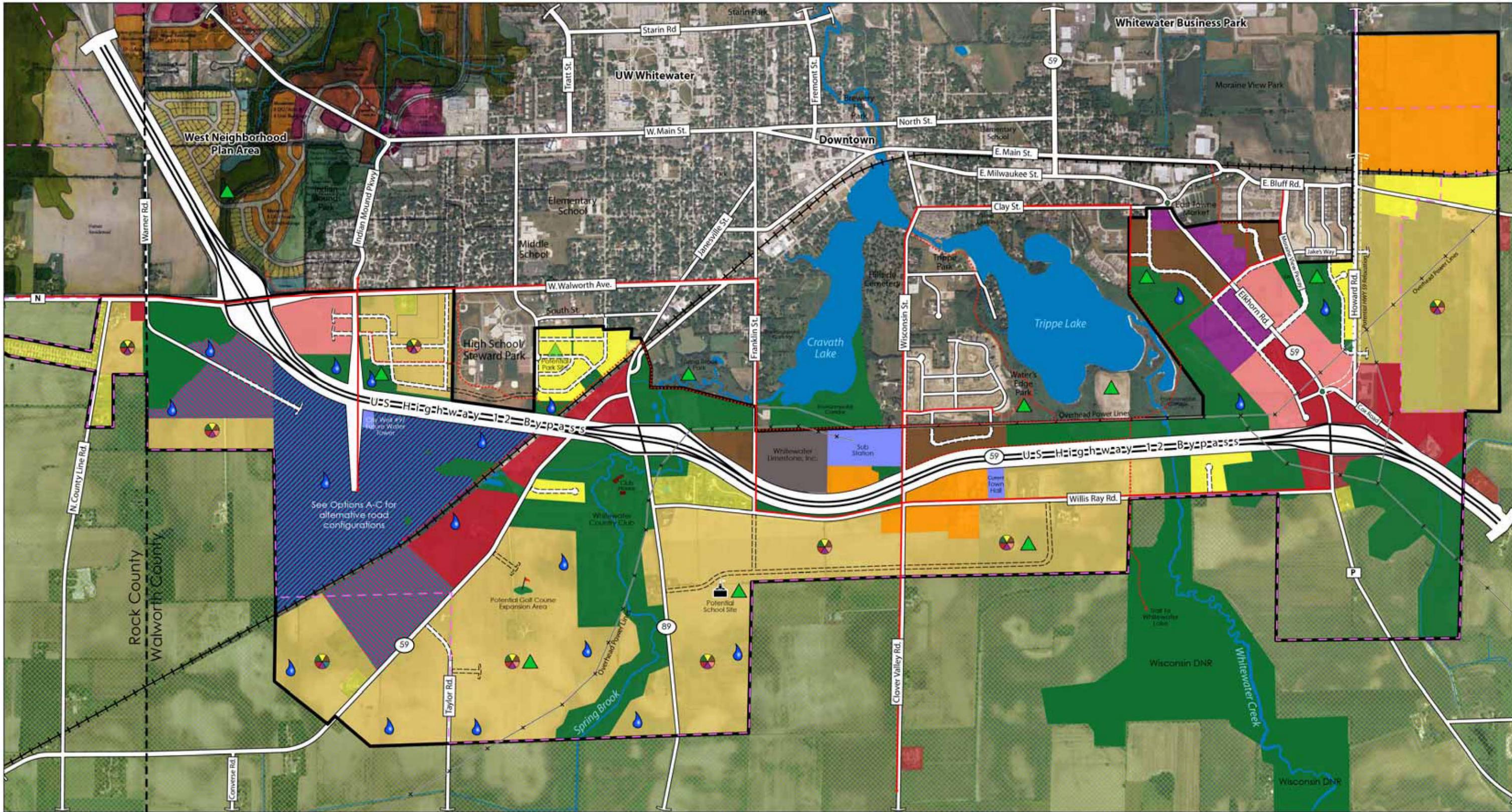
- A mix of housing types, lot sizes, and densities, generally focused on single family housing, but also including duplexes, townhouses, condominiums, apartments, and senior housing.
- Development of neighborhood focal points, such as parks and schools.
- An interconnected network of public streets sized to correspond to traffic volumes and serve all users (motor vehicles, bicycles, pedestrians).

- Installation of sidewalks, paths, and inter-connected public streets for safe biking and walking.
- Clustered development layouts where projects are adjacent to natural areas.
- Modest front yard setbacks and other housing design characteristics to avoid a “garage-scape” street appearance.
- Natural stormwater management strategies to control water quality and quantity.
- Restoration of degraded environmental features, such as wetlands and stream banks.

9. Agricultural & Open Space Preservation

The southeast portion of the planning area is intended to remain as agricultural land indefinitely because of environmental constraints, an abundance of hydric soils, and limited access. The Agricultural & Open Space Preservation future land use category is also shown on the Development Plan map in most places beyond the planning area.

Future land uses in these areas include agricultural uses, farmsteads, and very low-density rural housing generally limited to those uses allowed under agricultural preservation policies and exclusive agricultural zoning. The City will also seek to limit housing to a maximum density of 1 home per 35 acres, except where mutually agreed to by the City and Town. In general, the City intends to work cooperatively with the Town to achieve farmland preservation in these areas. The City also intends to continue to exercise its authority to review proposed land divisions within the City’s extraterritorial jurisdiction to help ensure the implementation of this desired future land use category. The City does not intend to extend sanitary sewer service or public water service into these areas until and unless the City changes the future land use category for such areas through a Plan amendment.



Future Land Uses

- | | | | |
|---------------------------|---|---|----------------------------------|
| Single Family Residential | Tech. Park or Commercial | Agricultural & Open Space Preservation | Planning Area Boundary |
| Mixed Residential | Tech. Park or Planned Mixed Use | Future Neighborhood Growth Area | 2009 Sanitary Sewer Service Area |
| Planned Mixed Use | Institutional | <small>Predominantly Single Family Residential, with neighborhood compatible:</small> | Rail Road Right-of-Way |
| Community Commercial | Mineral Extraction | <ul style="list-style-type: none">Mixed ResidentialCommercialPlanned Mixed UseInstitutionalOpen Space | Existing Roadways |
| Highway Commercial | Preserved Open Space/ Environmental Corridors | Low Area-Potential Stormwater Basin | Future Roadways |
| Business Park | Public Parks | | Future Off Road Multi-Use Trails |
| | | | Future On Street Bike Routes |

Illustrated land uses and roadways are intended to communicate the general future land use patterns and transportation networks. Proposed road alignments and boundaries of proposed parks, land use areas, and environmentally constrained lands may be adjusted based on specific private development design, detailed site environmental surveys, or future City acquisitions. This is not a zoning map.

SOUTH NEIGHBORHOOD
City of Whitewater, Wisconsin
Development Plan

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 Created: 7.21.08 Revised: 12.8.08, 1.19.09, 1.30.09, 4.8.09, 4.15.09, 4.20.09



High School/
Steward Park

Potential
Park Site

U.S. Highway 12 Bypass

Indian Mound Pkwy

City Well #9/
Future Water
Tower

Potential Golf Course
Expansion Area

59

lor Rd.

Converse Rd.

See Development Plan Map for
legend of future land use types.

SOUTH NEIGHBORHOOD

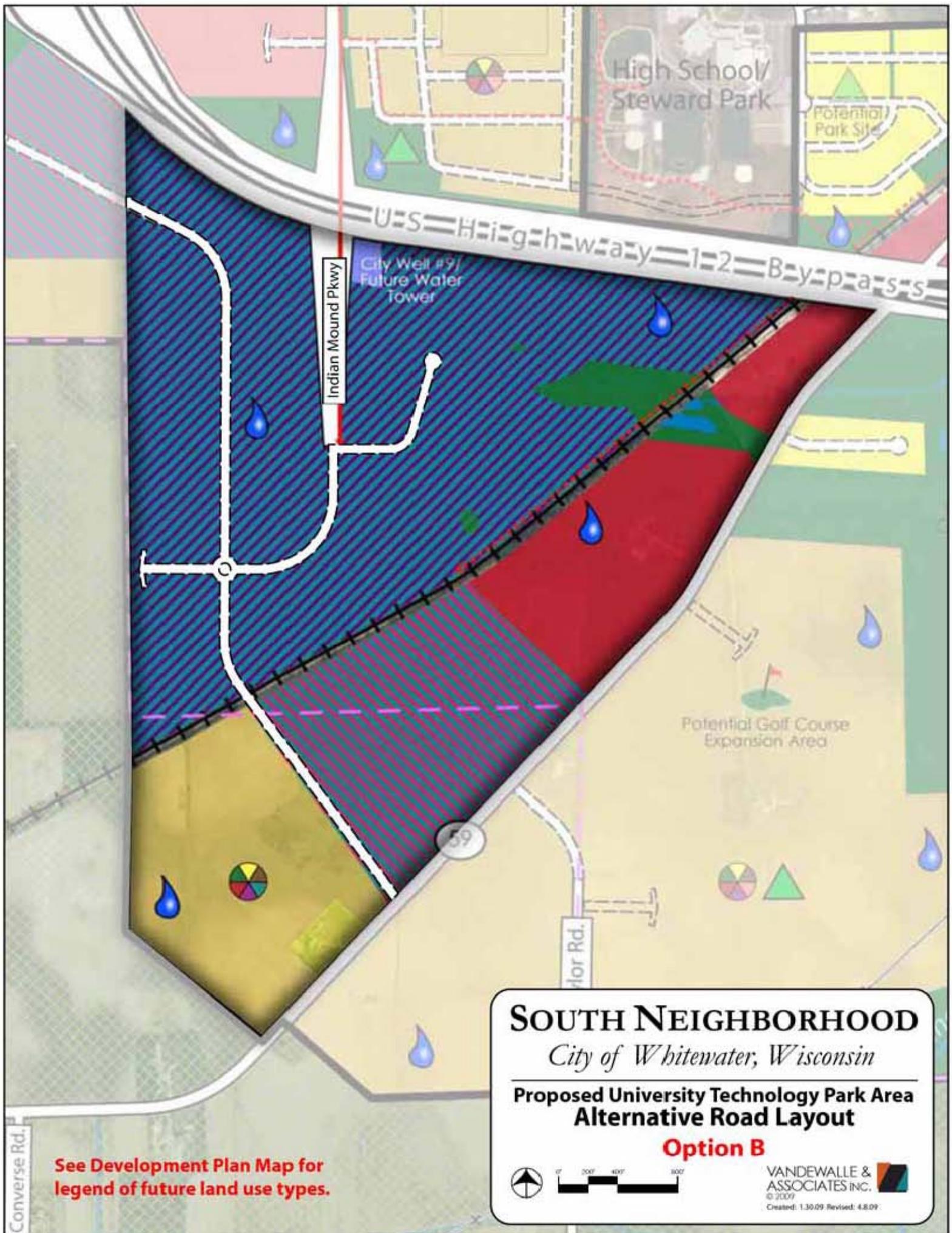
City of Whitewater, Wisconsin

**Proposed University Technology Park Area
Alternative Road Layout**

Option A



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Indian Mound Pkwy

U.S. Highway 12 Bypass

City Well #9/
Future Water
Tower

High School/
Steward Park

Potential
Park Site

Potential Golf Course
Expansion Area

59

Mor Rd.

Converse Rd.

See Development Plan Map for
legend of future land use types.

SOUTH NEIGHBORHOOD

City of Whitewater, Wisconsin

**Proposed University Technology Park Area
Alternative Road Layout**

Option B



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High School/
Steward Park

Potential
Park Site

U.S. Highway 12 Bypass

City Well #9/
Future Water
Tower

Indian Mound Pkwy

Potential Golf Course
Expansion Area

59

Major Rd.

Converse Rd.

See Development Plan Map for
legend of future land use types.

SOUTH NEIGHBORHOOD

City of Whitewater, Wisconsin

**Proposed University Technology Park Area
Alternative Road Layout**

Option C



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