

CITY OF WHITEWATER  
PLAN AND ARCHITECTURAL REVIEW COMMISSION  
Whitewater Municipal Building Community Room  
December 9, 2013

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

**Call to order and roll call.**

Vice-Chairperson Binnie called the meeting of the Plan and Architectural Review Commission to order at 6:00 p.m.

Present: Lynn Binnie, Bruce Parker, Cort Hartmann, Karen Coburn, Kristine Zaballos, Daniel Comfort. Absent: Greg Meyer. Others: Wallace McDonell (City Attorney), Latisha Birkeland (City Planner).

**Hearing of Citizen Comments.** There were no citizen comments.

**Approval of the Plan Commission Minutes.** There was a minor change made to the minutes of the Plan Commission meeting of November 11, 2013. Moved by Coburn and seconded by Parker to approve the Plan Commission minutes of November 11, 2013 with the change. Motion approved by unanimous voice vote.

**Public hearing to enact the proposed amendments to the City of Whitewater Municipal Codes: Chapter 19 Sign Ordinance, specifically Section 19.54.052 Maximum sign sizes, addressing the M-1 (General manufacturing), M-2(Manufacturing and Miscellaneous Use), and WUTP (Whitewater University Technology Park) Zoning Districts signage requirements for on premise directional signs to allow for nine (9) square feet of signage on each side of the directional signs.** Community Development Authority (CDA) Director Pat Cannon explained that the request was to allow for lettering on both sides of a directional sign to help direct truck traffic in the Whitewater Business Park. It is for multi-directional purposes.

Plan Commission Member Parker noted that it had been policy that the cabinet size for the sign would be nine square feet. The directional sign could be on both sides of the cabinet.

City Planner Latisha Birkeland explained that other zoning districts had the wording for lettering on both sides of the sign. If nothing else, this change would be for clarification of the ordinance.

Moved by Parker, for clarification of the ordinance, and seconded by Coburn to recommend to City Council to approve the change to the sign ordinance to allow for on premise directional signs to have nine square feet on each side of the sign in the M-1, M-2 and WUTP Zoning Districts. Aye: Parker, Coburn, Hartmann, Zaballos, Comfort, Binnie. No: None. Absent: Meyer. Motion approved.

**Public hearing for the adoption, by resolution, of the City of Whitewater Bicycle and Pedestrian Plan as part of the City of Whitewater Comprehensive Plan.** Parks and Recreation Director Matt Amundson gave a brief synopsis of the plan explaining that the plan had grant funding to put it together. There are three goals for having this plan. The plan helps with eligibility requirements for grants and other funding. When working with different neighboring jurisdictions, there is a plan to work with to show them what the City is working toward. It also helps with planning for commercial, residential or mixed use, to know how to connect them.

Parks and Recreation Director Amundson highlighted 5 items for the Plan Commission. On page 9, Bicycle Friendly America program is an award for cities like Tree City USA. It is a difficult program. It is best to have a process in order before applying. The City's biggest need is signage to encourage further use (such as: names for trail segments, how long to bike or walk to a certain destination, mileage markers). Page 13, Future Policy Opportunities: The City plans to do a "complete street" policy. When a street is repaired or a new street put in, federal monies are available when there is pedestrian accommodation made. There are different types of pedestrian accommodation (page 26-27) such as dedicated bike lanes, a shared lane of traffic, or a neighborhood greenway (for example: George Street which has a direct access to the bike/pedestrian path). Page 55, Implementation Schedule: The time frame for implementation of this plan is 2013 through 2020. Page 79 gives basic cost estimates of different bicycle and pedestrian projects. If there is a proposed new development, the developer will fund the bike/pedestrian accommodation through their property.

The Plan Commission voiced concerns of: the East Gate project and bicycles; not being able to see the bicycle lanes at night; bicycle routes on Main Street; lighting?; bicycle/pedestrian crossing at Dann Street; financing; possibility of a bicycle renting program; and cost of trail maintenance.

Parks and Recreation Director Matt Amundson explained that (page 71 specific project sheets) the East Gate project has improved safety features with an enhanced sidewalk area, 8 feet wide through the corridor. Reflective paints and signage will help with the visibility of the bike paths at night. Bicyclists need and want access to downtown. An avid biker will take the roads they want to take even if it is not a designated bike route. We need to figure out how to increase the pedestrian/bicycle accessibility and get more people out. If you would like to give input to the East Gate project, there is a public information meeting on January 16, 2014, 4:30 to 6:30 p.m. at the Cravath Lakefront Community Center. Amundson has checked into solar options for lighting. The quotes vary. They almost exceed the cost of building the trail. Amundson stated that the foot bridge to Washington School is not ADA accessible and not bicycle accommodating. When that bridge is replaced it will be built to the ADA code and be bike friendly. One requirement is that the minimum height over the railroad tracks must be 30 feet. The bridge replacement project has been removed from the short term project list. Financing of pedestrian/bicycle trails can be done through grant programs such as the "Safe Routes to School" program. There are street projects every year. It will take time and continued effort to make sure the pedestrian/bicycle accommodations are made with the street projects. A program that rents bikes to ride (like in Madison or Milwaukee) must have strong support from a company to fund the bikes. The cost of maintenance of the pedestrian/bicycle trails has been included in the

2014 street and maintenance schedule. City funding for pedestrian/bicycle trails is done through the Capital Improvement Program for which tax dollars are used. The last city resident survey had the two highest markings for trail development and increasing the network of the trails.

Vice-Chairperson Binnie asked for any public comment.

Linda Loomer was also concerned about the foot bridge and its safety.

Amundson stated that an estimate of replacing the bridge at the current location varied between \$425,000 to \$935,000. It would require a maximum slope of 3%. The project will be a long range project.

Vice-Chairperson Binnie closed the public hearing.

Vice-Chairperson Binnie stated that the Bicycle and Pedestrian Advisory Committee was not listed in the acknowledgments. Since they did most of the work on the Plan, they should be listed. Page 13, Street Bikeways, why wasn't E. Milwaukee St listed? Page 42, the next to the last line states 4 E's. The introduction on page 3 has 5 E's.

Parks and Recreation Director Amundson will have the Bicycle and Pedestrian Advisory Committee members listed in the acknowledgments. He will make sure that E. Milwaukee Street and E. Main Street are listed in the Street Bikeways. The 4 E's will be corrected.

City Attorney McDonell explained the process from here. The Plan Commission recommends to the City Council to make the Plan a part of the Comprehensive Plan for the City of Whitewater. The City Council will also hold a public hearing. Once the Plan is approved, it becomes a planning tool and guide for everyone. McDonell also explained that everyone on the Plan Commission does not need to agree with everything in the document. Plan Commission members can give input and suggestions. It is a planning tool. Anything that is proposed to be done would come back to the Council for approvals.

Parks and Recreation Director Amundson stated that this Plan is a comprehensive look at a bigger picture than a bike plan to advocate to pedestrians.

Moved by Hartmann and seconded by Comfort to approve the resolution and recommend to the City Council to add the City of Whitewater Bicycle and Pedestrian Plan as part of the City of Whitewater Comprehensive Plan. Aye: Hartmann, Comfort, Parker, Coburn, Zaballos, Binnie. No: None. Absent: Meyer. Motion approved.

### **Informational Items:**

**Zoning Rewrite.** City Planner Latisha Birkeland explained that the status of the Zoning Rewrite is that she needs eight more responses to the doodle. It is looking like the meeting will be scheduled toward the end of January.

**Future agenda items.** City Planner Birkeland stated that the Plan Commission training to be held in January or February looks like it will be in February. The next agenda, the Plan Commission will consider an expansion of the mini storage; an extra-territorial lot split, a lot split in Whitewater; and a conditional use permit for a change in ownership of the Downstairs Bar.

**Next regular Plan Commission meeting – January 13, 2014.**

Moved by Zaballos and seconded by Hartmann to adjourn the meeting. Motion approved by unanimous voice vote. The meeting adjourned at approximately 7:00 p.m.

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Vice-Chairperson Lynn Binnie

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