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I. Introduction

The North Whitewater Neighborhood Development Plan (NWNDP) has been prepared as a component of the City's master plan under Section 62.23, Wisconsin Statutes. The purpose of the NWNDP is to provide detailed recommendations for the arrangement of land uses, appropriate zoning, private development design, transportation systems, and parks and open spaces within the planning area. The recommendations of the NWNDP are likely to be generalized and incorporated into the City's comprehensive plan, which must be prepared and adopted by 2010 under 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 land owners are ready to develop. Future development projects should be generally consistent with the NWNDP; however, future development needs will change over time based on market demand, the City should also be open to considering improvements to this Plan as future private development proposals are brought forward. Subsequent detailed engineering, environmental studies, and market demand may necessitate change.

The NWNDP is an outgrowth of the City's Quadrant Neighborhood Land Use Plans, adopted in 1996. The NWNDP is designed to provide land owners, developers, and public decision makers with a more precise vision of the desired form, pattern, and location of future growth near the north edge of Whitewater. The NWNDP was also informed by the city's 2000 Comprehensive Bikeway Plan and 2003 Park & Open Space Plan. In instances where conflicts between the recommendations of the NWNDP and previous plans occur, the recommendations of the NWNDP take precedence.

Preparation of the NWNDP was guided by:

- Site Assessment & Property Owner Interviews June 2006
- Kick-off Meeting (public meeting) July 2006
- Concept Development Plan Maps & Information (public meeting) September 2006
- Detailed Neighborhood Development Plan (public hearing) December 2006
- Detailed Neighborhood Development Plan (public hearing) January 2007

Public meetings included both the Plan & Architectural Review Commission and the Park & Recreation Board. Affected property owners and local governments were notified of all public meetings during this planning process.

NORTH NEIGHBORHOOD

City of Whitewater, Wisconsin

Regional Map

City of Madison

Town of Blooming Grove

Town of Duunn

Town of Pleasant Springs

Town of Albion

Town of Dunkirk

City of Burlington

City of Janesville

US HWY 51

Town of Porter

Town of Center

Town of Magnolia

Village of Footville

Town of Spring Valley

US HWY 190

Town of Christiana

Village of Rockdale

Town of Albion

City of Janesville

Town of Harmony

Town of La Prairie

US HWY 14

Town of Bradford

Town of Johnstown

Town of Richmond

Town of Sugar Creek

City of Delavan

Town of Geneva

US HWY 12

Town of Lyons

Town of Burlington

Town of Brighton

15 Mile Radius

10 Mile Radius

5 Mile Radius

**City of Whitewater
North Neighborhood
Planning Area**

Town of Palmyra

Village of Palmyra

Town of Cold Spring

Town of Koshkongong

City of Whitewater

Town of Lima

Town of Milton

City of Milton

Town of Harmony

Town of La Prairie

US HWY 14

Town of Bradford

Town of Johnstown

Town of Richmond

Town of Sugar Creek

City of Delavan

Town of Geneva

US HWY 12

Town of Lyons

Town of Burlington

Town of Brighton

Town of Dove

Town of Rochester

Village of Rochester

Town of Waterford

Village of Waterford

US HWY 143

Town of East Troy

Village of East Troy

Town of Spring Prairie

Town of Troy

15 Mile Radius

10 Mile Radius

5 Mile Radius

City of Waukesha

Town of Waukesha

Village of Waukesha

Town of Genesee

Town of Vernon

Village of Mukwonago

Town of Mukwonago

Village of Mukwonago

Town of East Troy

Village of East Troy

Town of Spring Prairie

Town of Troy

US HWY 143

Town of Lyons

Town of Burlington

Town of Brighton

Town of Dove

Town of Rochester

Village of Rochester

Town of Waterford

Village of Waterford

US HWY 143

Town of East Troy

Village of East Troy

Town of Spring Prairie

Town of Troy

US HWY 12

Town of Lyons

Town of Burlington

Town of Brighton

Town of Dove

Town of Rochester

Village of Rochester

15 Mile Radius

10 Mile Radius

5 Mile Radius

City of Waukesha

Town of Waukesha

Village of Waukesha

Town of Genesee

Town of Vernon

Village of Mukwonago

Town of Mukwonago

Village of Mukwonago

Town of East Troy

Village of East Troy

Town of Spring Prairie

Town of Troy

US HWY 143

Town of Lyons

Town of Burlington

Town of Brighton

Town of Dove

Town of Rochester

Village of Rochester

Town of Waterford

Village of Waterford

US HWY 143

Town of East Troy

Village of East Troy

Town of Spring Prairie

Town of Troy

US HWY 12

Town of Lyons

Town of Burlington

Town of Brighton

Town of Dove

Town of Rochester

Village of Rochester

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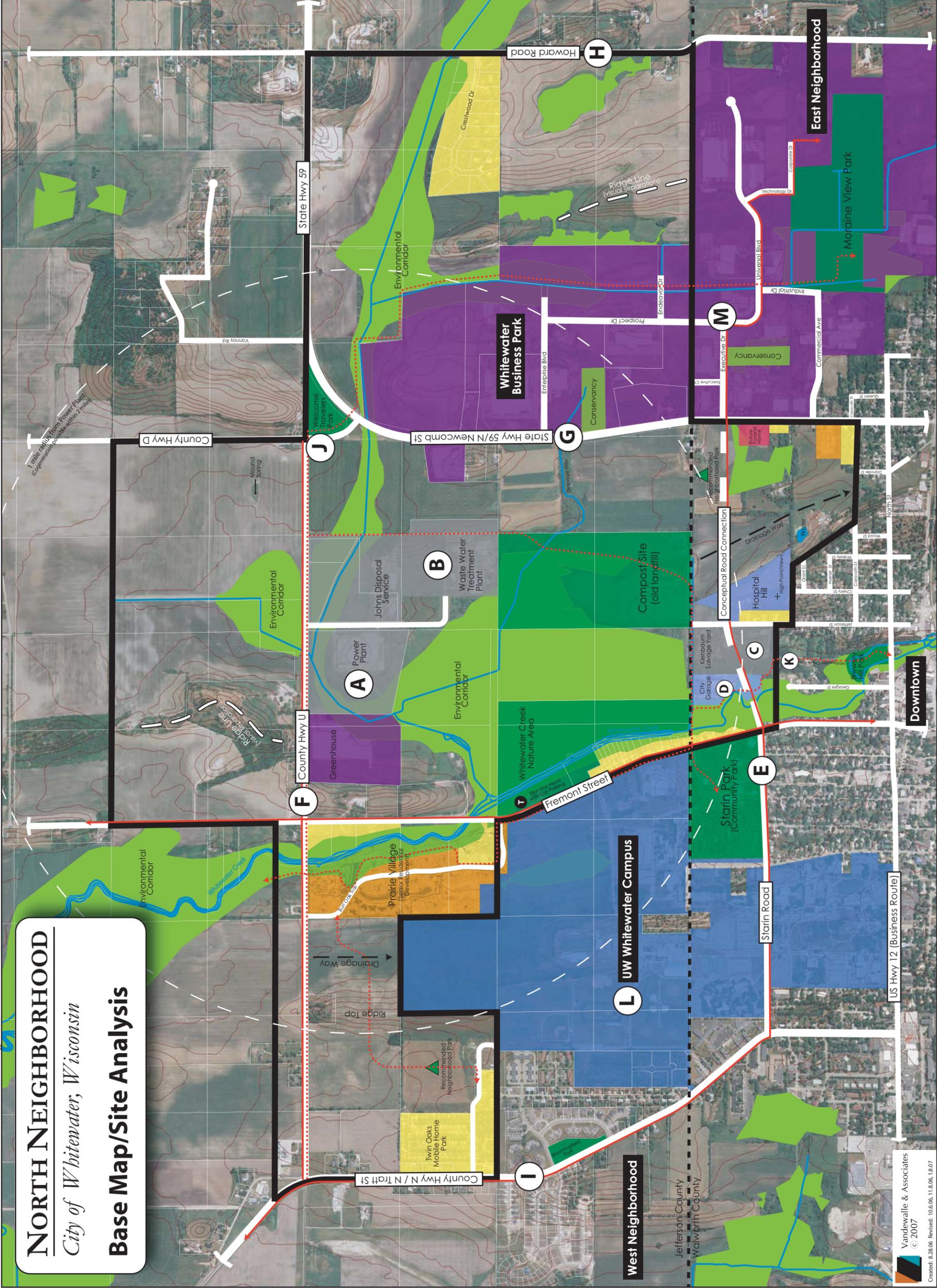
North Arrow

Wardlaw & Associates
Planning - Creating - Measuring
Created: 8/28/06 Revised: 10/06

NORTH NEIGHBORHOOD

City of Whitewater, Wisconsin

Base Map/Site Analysis



A. Power Plant

- Intense use and visual impact
- Cogeneration – opportunity to utilize emitted steam energy (within 2 mile radius)
- Currently provides power to UW Whitewater & greenhouses

B. Waste Water Treatment Plant

- Currently at 1.3-1.2 capacity
- Visual and odor impacts

C. Alpha Cast Site

- Prior heavy industrial use – potential site contamination
- Visual obtrusiveness
- Reuse opportunities

D. City Garage Site

- Conveniently located on central north part of the city
- Potential Starin Road connection to cut through site
- Heavily screened by woodlands

E. Starin Road

- Proposed connection east to Hwy 59 & Executive Dr
- Located through city garage and north of Hospital Hill
- Logical residential growth south of connection
- Transitional uses north of Starin Rd connection

F. County Highway U

- Heavily used roadway – specifically by UW & Business commuters
- Unofficial edge between city & town

G. State Highway 59

- Runs from southwest (connects to Milton/Jamesville) to the northeast (connects to Waukesha County)
- Heavily used roadway – specifically by UW & Business commuters
- Possibly rerouted on proposed Moraine View Parkway

H. Howard Road

- Moderately traveled rural roadway
- Serves agriculture uses and rural residence
- Large number of driveway access points

I. County Highway N

- Connects to I-90 to the north & US Hwy 12 to the south

J. “Welcome Travelers Park” Intersection

- Intersection of two county highways & a state highway
- High congestion during peak commuting times resulting from the UW-Whitewater and Business traffic

K. Whitewater Creek Bike Path

- Trail connection runs from Brewery Hill Park north to UWV
- Trail south of downtown runs along Tripp Lake to Hwy 12 bypass

L. UW Whitewater Campus

- Current student enrollment – 10,540
- Staff/Employees – 1,114
- Campus area – 407 acres
- Residential halls – 4,000 student capacity

M. Whitewater Business Park

- Over 540 acres with sites available for development
- Home to over 20 businesses & 2,300+ employees

Legend

- Planning Area Boundary
- - - County Boundary
- Off Road Multi-Use Trails
- On Street Bike Routes/Lanes
- Creek/Drainage Way
- 2' Contours

- Business Park
- UW Whitewater
- Institutional
- Single Family Residential
- Mixed Residential
- Environmental Corridors *
- Existing Public Parks & Open Space

* Environmental corridors consist of wetlands, water, hydric soils, and 100 year flood plains. All data is based on county data and has not been surveyed on site. This compiled data provides general regional information and is not accurate for specific development purposes. Site surveys will be required for detailed planning and development of individual sites within this neighborhood.



II. Summary of Existing Conditions

A. Location

The NWNDP planning area encompasses areas on and beyond the north side of the City of Whitewater. The planning area is bounded by Tratt Street (Highway N) on the west and Howard Road on the east. These western and eastern bounds of the project area transition into the existing West Whitewater Neighborhood Development Plan (2001) and the East Whitewater Neighborhood Development Plan (1999). The south edge of the planning area follows the existing northern municipal boundary line with some overlap; allowing for a cohesive transition to the north. The northern edge of the planning area essentially follows the City's Sewer Service Area boundary, as prepared and adopted by the Southeastern Wisconsin Regional Planning Commission. The northern portion of the planning area is located in the Town of Cold Spring.

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, except near the existing Hospital Hill site where the topography is more significant. This highpoint serves as an outlook to a majority of the planning area to the north. Large parts of the planning area are very poorly drained and reside in flood plains, wetlands, hydric soils, and environmental corridors. The Whitewater Creek and several smaller drainage ways bisect the planning area.

Just east of the Hospital Hill site is a natural drainage way; channeling stormwater to the south. This corridor, currently farmland, will serve as a regional greenway when development occurs. The corridor will also connect north to the existing compost site.

Centrally located is a large environmental corridor coupled with the Whitewater Creek Nature Area and the 80 acre city compost site. This contiguous tract will be maintained as environmental lands with opportunities for wildlife habitat, future trails and bike routes, park space, natural stormwater management, and an amenity for nearby development.

Just north of this large environmental corridor are flat lands that house the City's Waste Water Treatment Plant, LS Power cogeneration power plant, John's Disposal Service, a contractor's facility, and greenhouses. A small drainage way weaves through these sites.

Lands north of County Highway U, are relatively flat with environmental corridor centrally located. A mound spring is located just to the east and a ridge line with tree cover is located to the west.

The western portion of the planning area has minimal topography change. To the south of this area is the UW-Whitewater's Nature Preserve, comprised of mostly mature woodlands.

The eastern portion of the planning area has fairly low lands with drainage ways dividing the area. Wetlands and hydric soils are very prevalent. Changes in topography are minimal with the exception of a ridgeline running north-south to the east of the Whitewater Business Park. Also, there is a local high point at the intersection of Howard Road and State Highway 59.

Nearly all natural features, illustrated on the Base Map/Site Analysis, are based on county data and have not been surveyed on site. The mapped environmental corridors consist of wetlands, water, hydric soils, and 100 year flood plains. 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.

C. Existing Land Use Pattern

A majority of the planning area is currently agricultural lands with few rural residences.

There are two land uses located outside the planning area that will have a significant impact on the development of the NWNDP. The first is the neighboring UW Whitewater Campus. The campus borders the planning area to the southwest. Road connections, bike and pedestrian connections, and housing opportunities for both students and staff will be influenced by the UW-Whitewater Campus. The second use located both outside and within the planning area, is the Whitewater Business Park. The Business Park has several developed sites and available sites and expansion areas. Road connections, access points, trail connections, transition zones, and neighboring land uses are all influenced by the presence of the Whitewater Business Park.

Two other uses with major impacts within the NWNDP area are The Waste Water Treatment Plant and the LS Power cogeneration power plant. Both of these high intensity land uses are located in the center of the planning area. The Waste Water Treatment Plant has both a visual and odor impact on the neighboring land uses. The cogeneration power plant has a significant visual impact on the surrounding sites. In addition, the cogeneration power plant currently supplies the UW-Whitewater campus and neighboring greenhouses with steam power, a byproduct of the power plant. There are additional opportunities for cogeneration within this planning area. The byproduct of steam can be harnessed and transported effectively within a two mile radius and used as energy to heat, cool, and power facilities. The entire planning area is within this radius, providing opportunities to tap into this power source for other industries.

Several residential areas are currently located within and near the planning area and will be integrated into the fabric of the NWNDP. The Twin Oaks Mobile Home Park is located off Tratt Street. The planned Prairie Village, senior residential development, is located west of the Whitewater Creek at the corner of County Highway U and Fremont Street. The Prairie Village neighborhood has yet to be developed, but the approved development plan is incorporated into the NWNDP. To the south on Fremont Street, there are some residences across from the UW-Whitewater, on the Whitewater Creek. Jefferson Street extends north into the planning area and serves several single family homes. Along State Highway 59, near the south portion of the planning area, are existing Single Family and Mixed Residential land uses. Lastly, a small rural subdivision is located along Crestwood Drive.

The City Garage, Kienbaum Salvage Yard, Alpha Cast Site, and Hospital Hill are located within the southern portion of the planning area. The City Garage is located on the north central edge of the city; screened from view yet conveniently located to serve the city efficiently. The City/CDA has prepared a remediation plan for the Alpha Cast site. Hospital Hill, currently owned by the city, is undeveloped.

D. Existing Transportation Facilities

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

- **State Highway 59 (North Newcomb Street)** is the most dominant transportation facility in the planning area. Highway 59 connects Whitewater with municipalities to the west, and to the east all the way to Waukesha. Highway 59 borders the Whitewater Business Park.
- **County Highway D**, from Welcome Travelers Park, leads to Interstate 94 approximately 15 miles to the north.
- **Howard Road**, a lightly traveled, hilly rural road, serves as a north-south connection. This is also the east edge of the planning area.
- **Fremont Street**, a local roadway, also runs north-south along the Whitewater Creek corridor, serving the UW Whitewater Campus and the Downtown. This road serves as an important bike route to rural areas to the north; also, there is an off-street bike path along portions of Fremont Street.
- **County Highway N (North Tratt Street)** frames the west side of the planning area. Highway N leads to Interstate 94, approximately 15 miles to the north, and to Interstate 90, approximately 15 miles to the west. On street bike lanes are planned on Highway N and planned to connect with Starin Road.
- **County Highway U** and the east-west portion of Highway 59 serve as the only east-west transportation facility in the planning area. Located on the northern edge of the planning area, Highway U connects Highway N, to the west, and Welcome Travelers Park, to the east. This regional east-west connection generates much of its traffic from UW -Whitewater commuters and Business Park employees. Highway U is planned for future enhancements to serve as a bicycle route.
- **Starin Road**, located on the southern portion of the planning area, has been planned to connect east, through to Highway 59. This southern planned east-west connection is extremely important to serve the city; more specifically the UW-Whitewater campus, the Business Park, and existing and planned neighborhoods in between. On street bike lanes are planned on future extensions of Starin Road.

III. Plan Objectives

The North Whitewater Neighborhood Development Plan map, included at the end of this document, depicts several distinct planned development groupings 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 planned road network is also designed to provide appropriate connections to the rest of the City and region.

The development scheme is complemented by environmental and recreation corridors that anchors the planning area. The open space corridors, featuring the Whitewater Creek, follow existing areas with significant development limitations. They also could link various development areas with existing and planned recreation facilities.

The NWNDP is based on and reflects the following more specific objectives:

A. Growth Management

1. Encourage orderly and planned growth, emphasizing economic development with the planning area to secure high quality jobs and tax base.
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.
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 environmentally sensitive areas and plan for new development that does not negatively impact the environment or other property owners.
5. Discourage premature development within the Sanitary Sewer Service Area.
6. Attempt to work cooperatively with surrounding governments on issues such as municipal boundaries (e.g., making sure annexations do not create town islands), stormwater management, and road maintenance.
7. Work cooperatively with the University of Wisconsin-Whitewater on transportation, land use, housing, and open space issues near the campus's northern border.

B. Development Arrangement

1. Provide attractive settings for housing, jobs, shopping, and recreation in proper relationships to one another.
2. Concentrate higher intensity, mixed-use, commercial, and industrial development near major intersections.
3. Direct lower intensity, predominantly residential uses to areas around open space.
4. Use the transportation and open space systems to provide appropriate breaks between different land use types and intensities.
5. Provide for well-designed, University-oriented housing near the campus area.
6. Relate neighboring land uses to each other through integrated site planning, lighting and signage control, and interconnections for walking, biking, and driving.
7. Direct land uses near the power plant that will benefit from its proximity.

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.
2. Design new developments in a manner that respects the pedestrian as well as the automobile (e.g., separated walkways, connections between developments).
3. Orient new development to adjoining open space without restricting public access or views to that open space.
4. Effectively mark important approaches, transitions, and gateways to significant community features, such as downtown, the Whitewater Business Park, and the UW-Whitewater Campus.
5. Within planned residential areas, promote the following design concepts:
 - Mix of housing types, lot sizes, and densities, including single family housing, condominiums, apartments, and senior housing.
 - Development of neighborhood focal points, such as parks and schools.
 - An interconnected network of streets sized to correspond to traffic volumes.
 - Orientation to the pedestrian through sidewalks, paths, and inter-connections.
 - Using clustered development layouts where projects are adjacent to natural areas.
 - Modest front yard setbacks and avoidance of “garage-scape” street appearance.
 - Use of natural stormwater management to control water quality and quantity.
 - Restoration of degraded environmental features, such as wetlands and stream banks.



Residential Streetscape Example

D. Transportation Connections

1. Provide safe, convenient transportation connections for motorists, non-motorists, children, and adults within different parts of the neighborhood and to important community facilities outside of the neighborhood.
2. Extend Starin Road to the east to provide a critical east-west roadway while maintaining residential speeds on that street.
3. Provide alternative road routes between the UW-Whitewater and regional highways.
4. For planned local streets, emphasize access and connectivity over moving traffic quickly.
5. Provide multiple road connections to all new subdivisions and other large developments.
6. Provide bike and pedestrian routes through the environmental corridor and along neighborhood streets in accordance with the Comprehensive Bikeway Plan.
7. Minimize 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, considering the need to move industrial traffic through Business Park areas.

E. Open Space & Recreation

1. Protect and buffer environmental and archeological resources, and recognize development opportunities and constraints that these features present.
2. Use environmentally constrained lands to define the edges of development groupings, serve multiple natural and recreational functions, and enhance neighboring property.
3. Recognize that environmentally constrained lands shown in this plan have been mapped from generalized sources, and that actual conditions may vary. Refine the boundaries of environmentally constrained lands as development projects are proposed near these areas, with refinements based on actual site conditions.
4. Encourage neighborhood and site development design that responds to, and is sensitive towards, the open space system.
5. Pursue the dedication and acquisition of park lands within and adjacent to natural areas.
6. Reserve low-lying areas for stormwater management basins. Encourage regional stormwater basins wherever possible. Design stormwater management facilities to reduce pollutants entering surface water from developed properties, considering features such as bioretention, vegetated swales, infiltration trenches, and filter/buffer strips.
8. Use low-impact street design techniques for roads crossing and adjacent to environmentally sensitive lands to minimize surface water pollution.
9. Ensure that residential development projects protect environmentally sensitive lands, properly manage stormwater, and provide adequate parkland suitable for active recreational uses or contribute fees to pay for such facilities nearby.
10. Encourage developers to conserve constrained lands to complete connections of these areas to parks and properly manage stormwater.
11. Pursue the idea of converting a portion of the 80 acre Compost Site (former landfill) to active park space and passive open space. This centrally located, large track of land provides opportunities for ball fields, playground equipment, park shelters, trail connections, and natural habitat.

IV. Specific Recommendations

The following recommendations are intended to expand upon the above objectives and the attached North Whitewater Neighborhood Development Plan map. The recommendations are divided into three categories: A) Transportation, B) Environment/Recreation, and C) Land Development. Existing and planned roads and environmentally constrained lands establish a critical framework for the planned land use pattern.

A. Transportation

The Development Plan Map depicts recommendations for highways, major streets, local streets, and bike and pedestrian routes based on land use, environmental constraints, and travel patterns. When preparing its required comprehensive plan before the year 2010, the City should carefully evaluate the desirability of including the level of detail for planned roads that is shown on the attached map. In addition, the City should work cooperatively with surrounding governments on future road alignments and maintenance. The City should update its Official Map to reflect the major road recommendations of this 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, changes in the shapes and alignments of roads, and possibly even removal of certain local roads. However, the following principles in road system and land use planning should be maintained:

- Public roads should respond to the surrounding land uses. Public rights-of-ways should be designed to standards that help reinforce travel speeds, serve the intended users of the street, and provide opportunities for pedestrian and bike travel.
- Public road connections should be made through and between parcels so that local traffic does not have to use major streets to travel between adjacent developments, business parks, and subdivisions.
- Public roads should bisect deep properties, and cul-de-sacs should generally be avoided, in order to assure access to all properties and integrate individual developments into the larger community.
- Where different categories of planned land use are shown on either side of a planned road, any approved realignment of that road should consider the reconfiguration of planned land use areas to maintain the same relationship across the road.

Major transportation recommendations of this Plan include:

- **The Welcome Travelers Park Intersection** provides an opportunity for realignment to more efficiently move traffic through this busy intersection. Currently, a bulk of east-west traffic generated from the UW-Whitewater campus and the Whitewater Business Park uses Highways U and 59. The current arrangement has two “T” intersections to navigate this east-west connection. The proposed realignment minimizes the intersections to one “T” intersection, allowing for a safer and timelier travel through the corridor.

- **Whitewater Business Park North/South Connector** is a planned roadway on the east side of the Business Park. This road will be designed with limited access, driveway cuts, and landscaping that enhances this important future road for the Business Park. The connection is important for the following reasons:
 - Eases wayfinding and mobility of Business Park employees, visitors, and delivery truck traffic.
 - Adds access points and eliminates four dead end streets (Enterprise Boulevard, Endeavor Drive, Universal Boulevard, and Corporate Drive), significantly improving safety, wayfinding, and mobility for emergency vehicles, fire trucks, semi trailers, and 18-wheelers.
 - With the proposed connection to Highway 59 at its north end, this second Business Park entrance takes pressure off the north-south stretch of Highway 59, and preserves Howard Road as a local road.
 - Serves as a transition zone to the existing and proposed residences to the east.
 - Provides more form, organization, and aesthetic appeal to the Business Park.
- **Corporate Drive** will extend east to Howard Road. This east/west connector will also terminate the planned Business Park North/South Connector. This connection will improve wayfinding, mobility, and safety of the Business Park.
- **Starin Road** has been included in City plans to connect from Fremont Street to Highway 59 for at least 10 years. This NWNDP more clearly illustrates a logical location for this needed east-west connection. This connection will serve the UW-Whitewater campus, Business Park, and residents of the growing community. Starin Road currently runs through the heart of campus and is heavily used by students and pedestrians. The extension of Starin Road to Highway 59 will be designed to a standard that will handle two travel lanes, parking on both sides, on street bike lanes, sidewalks, and a travel speed of no more than 25 mph. Special attention will be taken to create a pedestrian friendly environment along Starin Road. Crosswalks will be prevalent, and intersections will be designed to maintain safe speeds. Additional traffic calming measures should be designed to maintain safe travel speeds for both automobiles and pedestrians. Starin Road will align with Executive Drive on Highway 59, at which point the cross section will transition back to that of the Business Park.
- **UW-Whitewater North Neighborhood Connection** should be investigated at the time of developing the northwest portion of the planning area. As UW-Whitewater and the City grow, an additional access/entry point on the north of campus may be desirable. This connection could have the opportunity to serve local residents, staff, students, and visitors of UW-Whitewater athletic events.

B. Environment/Recreation

The NWNDP seeks to create a connected network of open spaces consisting of undisturbed natural areas and active recreation areas tied together with paths. In general, active recreational areas (parks) should be placed at the edges of residential areas and environmentally constrained lands. Overall, the planned natural and recreational areas will help define the planning area as it develops in the future.

Major environmental and recreational recommendations of the NWNDP include:

- **Refinement and Protection of “Environmental Corridors/Preserved Open Space”:**
The environmental corridor that crosses the neighborhood from north to south is perhaps the centerpiece of the NWNDP. The Environmental Corridors/Preserved Open Space delineation on the plan map includes all county environmental corridors and wetlands. New development should be discouraged in these areas, 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 space and vegetation. Generally appropriate uses within the environmental corridors and wetlands delineation include open space, non-structural recreational uses, and farming. These lands may be considered for more intensive uses if (a) detailed studies reveal that the characteristic(s) which resulted in their designation as Environmental Corridors/Preserved Open Space 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.

- **Progressive erosion control and stormwater management:** The City should practice and require progressive stormwater management. Overall, post-development stormwater runoff should not exceed pre-development levels—both in terms of water quantity and quality. Various techniques may achieve that goal, including overland water transfer, maximum impervious surface ratios for development sites, natural landscaping, and site or regional detention basins. All development should be required to follow the city’s stormwater ordinance. The plan map identifies conceptual areas for regional stormwater detention, based on an analysis of drainage patterns and low points.
- **Development of off-street bike and pedestrian path system:** A key recommendation of the 2000 Comprehensive Bikeway Plan and 2003 Park and Open Space Plan is the eventual development of a loop bicycle and pedestrian path around the City. The bike and pedestrian routes advised in the NWNDP complete the northern circuit of this loop. Trails and paths are also illustrated through the residential neighborhoods, parks and open spaces systems, and on roadways. This system of pathways and routes connects the planning area with the rest of the city.

C. Land Development

The Development Plan Map presents a relatively diverse planned land use pattern with a mix of different future uses and densities. The following text provides additional detail on the recommended character, density, and design of the major land use designations depicted on the Development Plan Map. All future uses depicted on this map should be provided with municipal sewer and water services. The City should work with the towns and counties to prevent large-scale, premature development projects in this neighborhood planning area.

Single Family Residential

The Single Family Residential land use category generally advises single family housing, but can also allow for two family homes integrated within a mostly single family environment. The Development Plan features three basic neighborhoods that are planned for Single Family Residential land use. The area bounded by Highway N, Highway U, and the UW-Whitewater campus shows a residential neighborhood centered with Single Family Residential and a planned neighborhood park. East of the Hospital Hill area shows a neighborhood extension of Single Family Residential organized from the existing city’s street grid around a regional greenway. The third planned neighborhood can be found on the east side of the planning area surrounding an environmental corridor. This predominantly single family cluster is visually separated from the Business Park by a large ridge west of the planned Business Park North/South Connector.

The large parcels north of County Highway U—shown as Future Single Family Residential on the Development Plan Map—should be reserved for long term residential development using public sewer and water. Intensive, premature rural development, like rural subdivision plats, should be avoided in these areas.

Planned Single Family Residential areas have been laid out to exhibit “Community Design & Identity” strategies described earlier in this document. These include interconnected roads, sidewalks, and neighborhood parks and open spaces. The City should work to promote building styles designed to provide a high-quality living environment and foster neighborhood interaction. Houses should be oriented to the street, and building facades should be articulated through the use of such elements as porches, dormers, gables, chimneys, and ample window openings. “Thrust” garages should be avoided wherever possible. Ideally, garages should be either recessed, side-loaded or placed behind the dwelling (detached). Recommended design standards include: 1) recess the garage façade a minimum of 2’ from the front façade of the house, and 2) the garage should be no more than 50% of the entire front façade of the house.



Example of Single Family Residential Design & Character

Planned Single Family Residential areas should generally be zoned R-1 or R-1X One Family Residence District, R-2 One and Two Family Residence District Zoning may also be appropriate where smaller lot sizes are desired, or where duplexes may be considered.

Mixed Residential

Planned Mixed Residential areas are designed to provide a diversity of housing options for residents of the City. Appropriate residential types for this land use are two-family and multiple family residences; including condominiums and apartments. Alternative housing options such as manufactured homes could fall under this land use. Mixed Residential areas are also appropriate for retirement or elderly care communities, including medical and other services for residents. In general, planned Mixed Residential areas are located near major street intersections, commercial areas, and the University campus.



Example of Mixed Residential Design & Character

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

- **Areas adjacent to the Twin Oaks Mobile Home Park:** The intent of these areas is to create a transition of housing types from the mobile homes to a Single Family Residential land use. This Mixed Residential area could feature more modern manufactured homes with larger lots and detached garages. The character of these homes would be similar to that of a conventional site built home; providing a front entry, porch, and exterior treatments that enhance the neighborhood. Duplexes, condominiums, or townhomes could also be developed in this area and along Highways N and U. This is not intended as student housing. Providing affordable, alternative housing options, while transitioning to Single Family Residential, are the goals of this future land use type.
- **Highlands to the east of Fremont Street and Highway U:** Responding to Prairie Village to the west and transitioning from the land uses to the east, this site provides opportunities for smaller condominiums or duplexes that could capitalize on the topography and views to the conservancy.

- **West of Highway 59 and south of the Planned Mixed Use Area:** With the proximity to Mixed Use, Business Park, planned Office, and Highway 59 access, Mixed Residential uses would be able to easily access the surrounding facilities, while at the same time transition to the Single Family Residential land uses to the west. Condominiums, townhomes, or duplexes could all be suitable for the area.
- **A few sites west of the Business Park North/South Connector:** These sites would have limited access onto this road and would serve as a transition from the Business Park to the west and the Single Family Residential area to the east. All sites have direct access to permanent open space, an amenity to the whole community. Condominiums, townhomes, or duplexes could all be suitable for the area.

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

- a. Incorporate architectural design that fits the context of the surrounding neighborhood. Particularly in areas near the center of the planning area, encourage layouts where buildings appear as a grouping of smaller residences.
- b. Promote use of brick and other natural materials on 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.
- f. For parking lots and garages, (a) locate garage doors and parking lots so they are not the dominant visual element; (b) screen parking areas from public view; (c) break up large parking lots with landscaped islands and similar features; (d) provide direct links to building entrances by pedestrian walkways physically separated from vehicular movement areas; (e) large 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 of sufficient size at time of planting. Emphasize landscaping (a) along all public and private street frontages; (b) along the perimeter of all paved areas and in islands in larger parking lots; (c) along all building foundations; (d) along yards separating land uses which differ in intensity, density or character; (e) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); (f) around all utility structures or mechanical structures visible from public streets or less intensive land uses.

Possible Reuse Sites

The Possible Reuse Sites identify opportunities to enhance specific sites and land uses as the City grows. The NWNDP identifies two new opportunities for possible reuse:

- **The Kienbaum Salvage Yard and former Alpha Cast Site** are possible sites for future reuse, subject to property owner coordination, further analysis, neighborhood involvement, and environmental remediation appropriate to the proposed use. There is a high level of concern over contamination of the former Alpha Cast Site. Prior to redevelopment of any kind, a full analysis of contamination and recommended remediation meeting all local, state, and federal standards will be required. The goal is to ensure safety for the community. The approved future land uses for this reuse area will be dependent not only on the relocation of the salvage yard, but also the level of contamination, standards of cleanup, and community and property owner desires. Any recommended plans must be approved by the City's Plan Commission and Common Council.
- **The Fremont Street Properties** face the UW-Whitewater campus and back onto the Whitewater Creek. This current land use is predominantly single family and duplex units; many of which are rental properties. Providing a higher density Mixed Residential district would take advantage of its convenient location, high visibility, proximity to campus, and direct access to the Whitewater Creek Natural Area. This gateway to the City and University would be enhanced by creating attractive housing that could serve the UW-Whitewater campus. Away from larger existing single family neighborhoods, condominiums, townhomes, or small multi-family buildings would all be appropriate housing types.

Planned Mixed Use

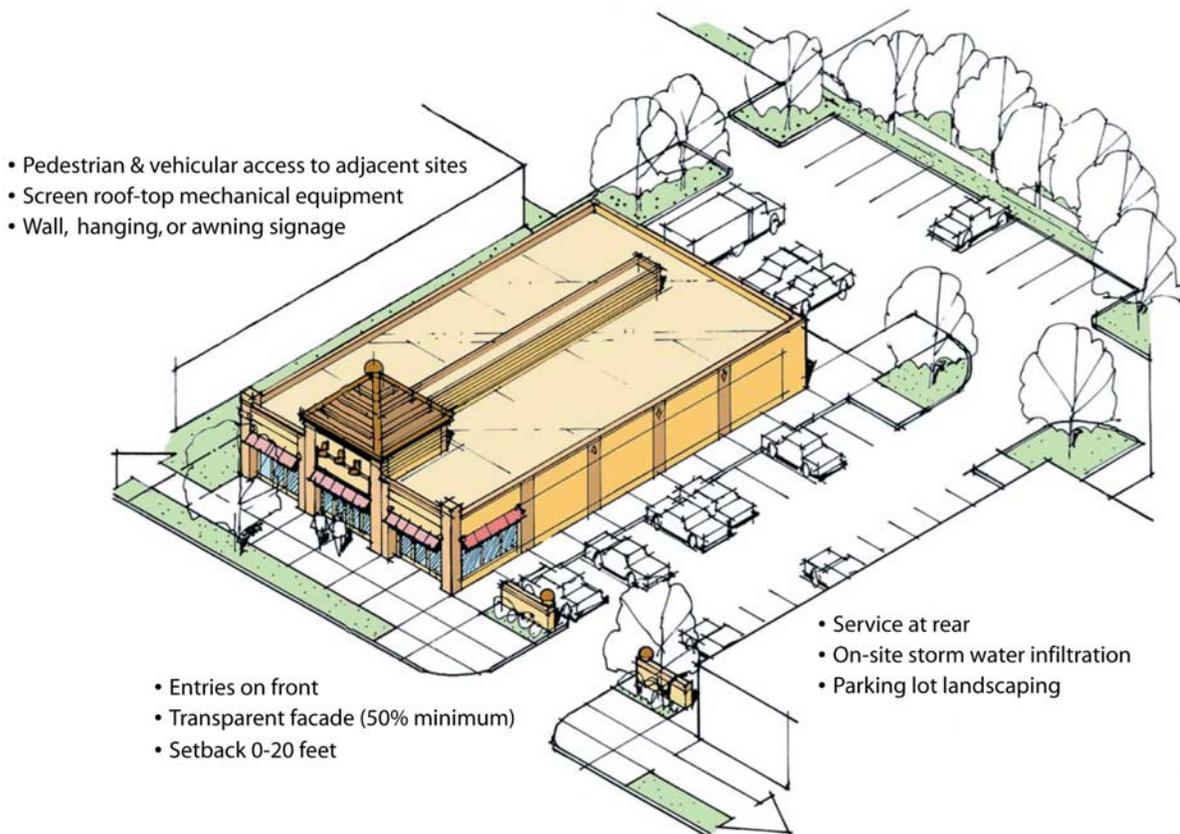
The Planned Mixed Use land use designation will facilitate a carefully controlled mix of business, office, residential and/or institutional uses. As its name implies, this designation is intended to allow a wider variety of land use types and relationships than might otherwise occur under a single-use designation. 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 developed incrementally, the individual pieces should be in accordance with a well-conceived plan for the entire area. These areas should not be "pre-zoned" without a specific development proposal simultaneously submitted.

Site layouts, development scale, and building groupings should be designed to promote the proper relationships between different land uses. Properly conceived, a Planned Mixed Use area may resemble a small village, where residents of the development can comfortably walk to work or shopping. Residential development densities in the Planned Mixed Use areas should not exceed eight units per acre, and adequate recreational space should be built into residential components of these projects. Development should meet the design guidelines applicable in Mixed Residential and Commercial areas, as appropriate. The City should emphasize the use of PCD Planned Community Development zoning for these areas to achieve desired designs.

Highway Commercial

The Highway Commercial land use designation is designed for retail and commercial service uses serving both community residents and highway travelers. 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 map identifies planned Highway Commercial sites at the intersection of County Highways N and U, and the intersection of County Highway U and State Highway 59.



Example of Highway Commercial Design & Character

As the City's northern "entryways," development within these areas should be tastefully designed. Signs should not be allowed to clutter the landscape or present hazards to motorists. Perimeter landscaping should be used to tie the development together and soften its exterior. The City's B-3 Highway Commercial and Light Industrial District is appropriate for these areas.

Planned Highway Commercial areas are along gateways into Whitewater. Their overall design and site layout should reflect this high profile. The following design guidelines should 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, along with screening to block 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 facade.
- p. Central features which add to community character, such as patios and benches.

Business Park

Building design and landscaping within the Whitewater Business Park and its planned northerly 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.

The areas adjacent to the Waste Water Treatment Facility and John's Disposal Service, and the LS Power cogeneration power plant are intended to be an extension of the Whitewater Business Park with an emphasis towards industrial uses. More intensive industrial uses and facilities that could tap into the steam of the cogeneration power plant are encouraged within that area.

The following specific design guidelines should be implemented for all Business Park land uses in the planning area:

- a. Use brick, blocks, concrete, and glass on buildings, particularly on front facades and on buildings at entryways and on highly visible sites.
- b. Require vegetation in strategic locations along foundations to break up facades.
- c. Locate loading docks and dumpsters on the non-street sides of the buildings.
- d. Screen all loading areas, outdoor storage areas, mechanical equipment, and dumpsters using berms, hedges, and/or decorative walls.
- e. Maintain existing mature plantings wherever practical.
- f. Incorporate on-site stormwater management basins as a site amenity.
- g. Implement high-quality landscaping within and near buffer yards, street frontages, paved areas, and building foundations, including a mixture of canopy deciduous trees, ornamental trees, evergreen trees, and shrubs. Encourage use of native plantings.
- h. Install street trees along all public road frontages.
- i. Deploy screening where industrial uses abut non-industrial uses, in the form of hedges, evergreen trees, berms, decorative fences or some combination.
- j. Buffer parking lots from public rights-of-way and non-industrial uses.
- k. Separate pedestrian walkways from vehicular traffic and loading areas.
- l. Design parking and circulation areas so that vehicles servicing the site are able to move from one area of the site to another without re-entering a public street.
- m. Provide limited, controlled access onto adjacent streets.
- n. Avoid spill-over of parking lot and security lighting onto adjacent properties.

Recommended zoning for the Business Park includes: M-1.

Business Park/Office Emphasis

The Business Park/Office Emphasis land use is intended as a comprehensively planned and developed Business Park setting, Focuses particularly on office, research, and some associated light assembly uses. It is not intended to accommodate heavier industrial, warehouse, and distribution uses or uses requiring a large volume of truck traffic.

The planned Business Park/Office Emphasis use area is recommended for the tract west of Highway 59 and the existing Business Park, and north of the planned Mixed Use area. This site is well positioned to take advantage of the exposure on Highway 59 and the neighboring amenities of the Mixed Use area and Whitewater Business Park. Essentially, this land use area is an extension of the Whitewater Business Park with an emphasis on office and research. These land uses will better transition to the Residential and Mixed Use land uses to the south than more intensive industrial uses.

The Business Park/Office Emphasis area should be developed as a unified business park campus. The campus should be generously landscaped and present an attractive face on road frontages, specifically Highway 59. Building heights and massing should be controlled. “Glass box,” stainless steel, reflective glass construction, and other urban-looking buildings should be discouraged in favor of architecture that relates to the local landscape. Parking areas should be well landscaped. Campus, driveway, and building entrances should be inviting and well marked.



Example of Office Building with Monument Sign, appropriate within the Business Park/Office Emphasis area.

In addition to the guidelines for the Business Park land use, the following guidelines should also apply to the Business Park/Office Emphasis land use area:

- a. Require building setbacks which are modest and generally uniform across lots.
- b. Screen all loading docks and storage areas from the residential areas to the south and from public rights-of-way. Locate and design buildings to screen such facilities from the south.
- c. Require extremely high quality buildings and landscaping at the intersection at Highway 59.
- d. Locate parking lots to the rear and sides of buildings.
- e. Focus landscaping in front of buildings and around parking lots.
- f. Strongly encourage use of shared driveways where possible.
- g. Allow only low-level monument signs where ground signs are requested.

The City’s M-1 Industrial District allows for too many intensive industrial uses to be used in this area. The City should consider creating a new Office zoning district to accommodate a controlled range of uses compatible with the recommendations of this planned land use designation. PCD zoning may also be possible.

Industrial

This Industrial area is different from the Business Park land uses; because it is intended to more aggressively promote the use of the steam power from the cogeneration power plant. The Industrial land use area, all north of Highway U, can provide sites for a few larger facilities, several smaller facilities, or a combination of the two. Road networks remain absent from this plan and will need consideration as future opportunities dictate. Production greenhouses, manufacturing, or any intensive energy consuming facilities may be most suitable to benefit from such a resource.



Existing LS Power Cogeneration Power Plant, an asset for compatible industrial development in the surrounding area

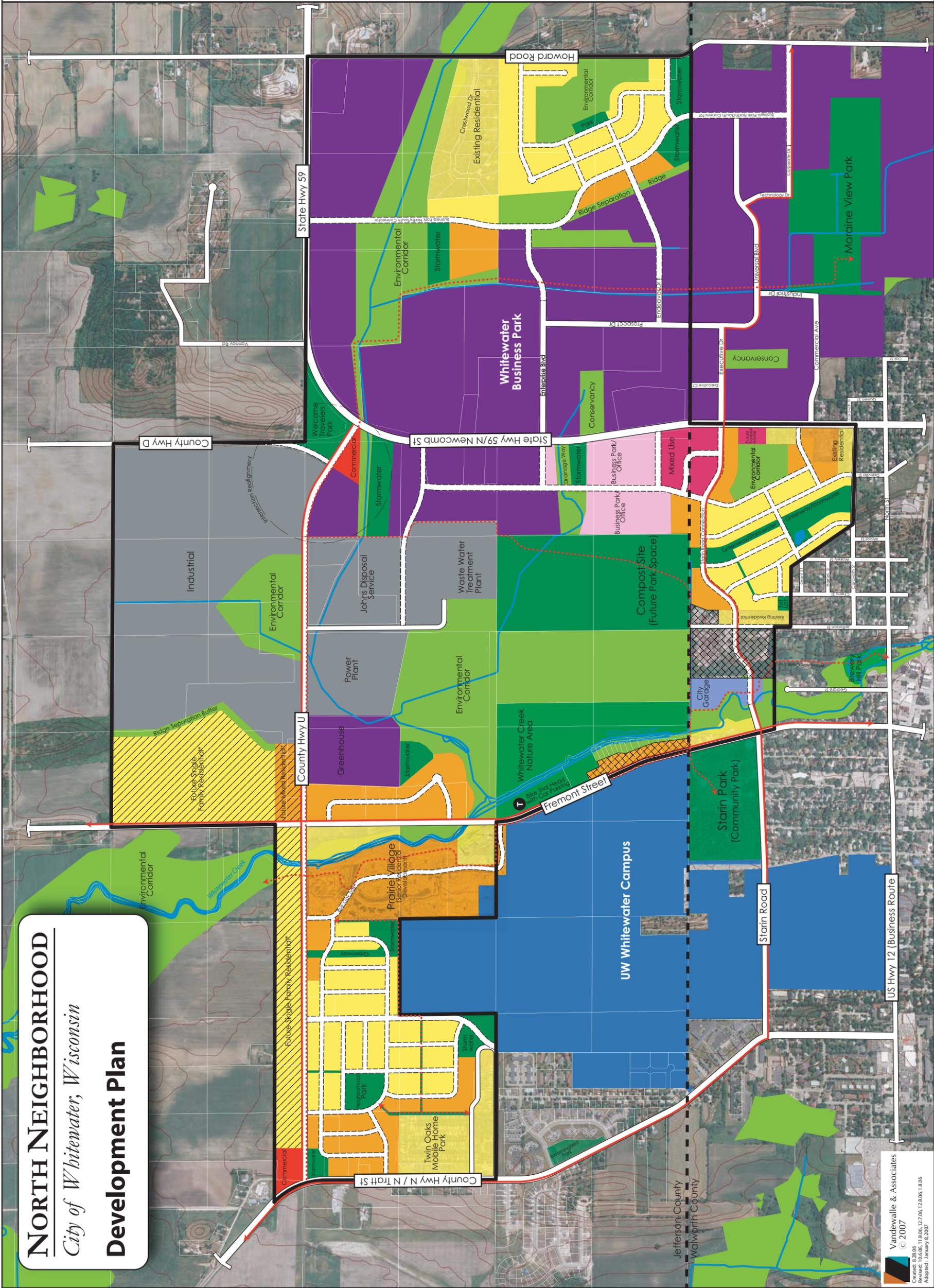
Beside its proximity to the cogeneration power plant, the physical characteristics of the area lend itself to industrial uses. The topography is very flat; allowing larger buildings to easily locate. A ridge running north-south buffers the land uses to the west. Located on County Highways U and D, and just off State Highway 59, this site has very good access. The area is also removed from residential neighborhoods.

This northern portion of the planning area is also a gateway to the City, University, and Business Park. Special consideration to its future development character should be addressed. Where sites are highly visible, specifically along County Highways U and D, use of the design guidelines for the Business Park area should be encouraged. Industrial uses and facilities that are of greater intensity, heavy industrial character, and lower aesthetic value, are encouraged to locate away from the highways.

NORTH NEIGHBORHOOD

City of *Whitewater, Wisconsin*

Development Plan



Legend

- Planning Area Boundary
- County Boundary
- Off Road Multi-Use Trails
- On Street Bike Routes/Lanes
- Creek/Drainage Way
- 2' Contours

Future Land Use

- Single Family Residential
- Mixed Residential
- Future Residential*
- Possible Reuse Sites
- Planned Mixed Use
- Highway Commercial
- Institutional
- Business Park
- Business Park/Office Emphasis
- Industrial
- Public Parks/Stormwater
- Environmental Corridors/Preserved Open Space

* Residential areas planned north of County Highway U are noted as future residential growth. The timing of this growth is intended to occur after significant development of the planned residential areas south of HWY U and HWY 59. Premature development is discouraged.

Proposed road alignments and boundaries of proposed parks, land use areas, and environmentally constrained lands may be adjusted based on future City acquisition interests, specific private development design, or detailed site environmental surveys. See text of the North Whitewater Neighborhood Development Plan for details.

