Introduction to the Planning Process
Introducción al Proceso de Planificación

WHITEWATER FORWARD
MOVING TOGETHER TOWARD 2045

The planning process continues through September of 2026. Follow along and provide ideas along the way. We need your help to draft the best plan for Whitewater's future!

El proceso de planificación continuará hasta septiembre de 2026. ¡Sigue participando y comparte tus ideas a lo largo del camino! Necesitamos tu ayuda para elaborar el mejor plan para el futuro de Whitewater.

RESEARCH *PESQUISA* → **GOALS** *OBJETIVOS* → **VISION** *VISIÓN* → **PLAN ELEMENTS** *ELEMENTOS DEL PLAN* → **APPROVAL PROCESS** *PROCESO DE APROBACIÓN*

Public Engagement Never Ends Throughout the Process

La participación de la comunidad nunca termina a lo largo de todo el proceso



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What is a Comprehensive Plan?
¿Qué es un Plan Integral?

WHITEWATER FORWARD
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The community's long-term roadmap for growth, development, and quality of life.

La hoja de ruta a largo plazo de la comunidad para su crecimiento, desarrollo y calidad de vida.



LONG-RANGE	ASPIRATIONAL	GENERAL	COMPREHENSIVE	INTERNALLY CONSISTENT	NOT ZONING
Normally ranges 15-20 years in the future .	Written to inspire and describe goals.	Provides broad guidance for more detailed plans.	Geographically and by topic.	All policies and maps support each other.	Flexible, long-range, and general. Zoning is prescriptive, immediate, and parcel specific.

LARGO PLAZO	ASPIRACIONAL	GENERAL	INTEGRAL	INTERNAMENTE COHERENTE	NO ES ZONIFICACIÓN
Normalmente, su alcance es de 15 a 20 años.	Redactado para inspirar y describir metas.	Ofrece una guía general para planes más detallados.	Por área geográfica y por tema.	Todas las políticas y mapas se apoyan entre sí.	Flexible, a largo plazo y general. La zonificación es prescriptiva, inmediata y específica para cada parcela.

Plan Elements

- Population Change and Demographics
- Future Land Use
- Housing Needs
- Transportation Needs
- Parks, Recreation, and Open Spaces
- Economic Development
- Agricultural and Natural Resources Protection
- Intergovernmental Cooperation
- City Services, Utilities, and Infrastructure
- Cultural Identity

Elementos del Plan

- Cambio de Población y Demografía
- Uso Futuro del Suelo
- Necesidades de Vivienda
- Necesidades de Transporte
- Parques, Recreación y Espacios Abiertos
- Desarrollo Económico
- Protección de Recursos Agrícolas y Naturales
- Cooperación Intergubernamental
- Servicios Municipales, Servicios Públicos e Infraestructura
- Identidad Cultural

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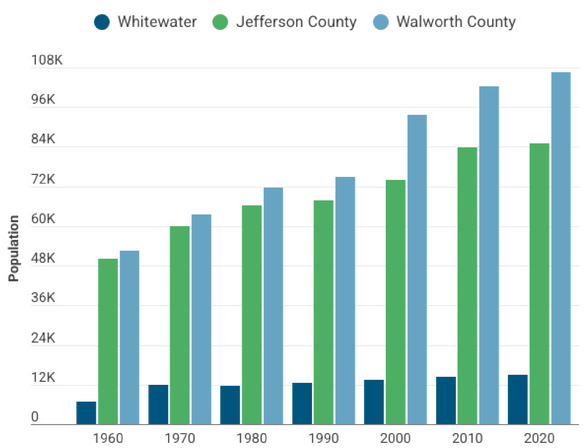
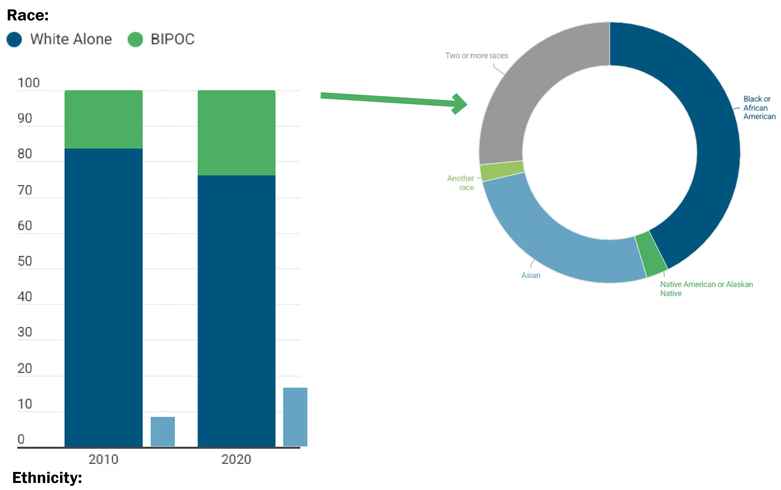
POPULATION CHARACTERISTICS/ CARACTERÍSTICAS DE LA POBLACIÓN

HISTORICAL POPULATION CHANGE
CAMBIO HISTÓRICO DE LA POBLACIÓN



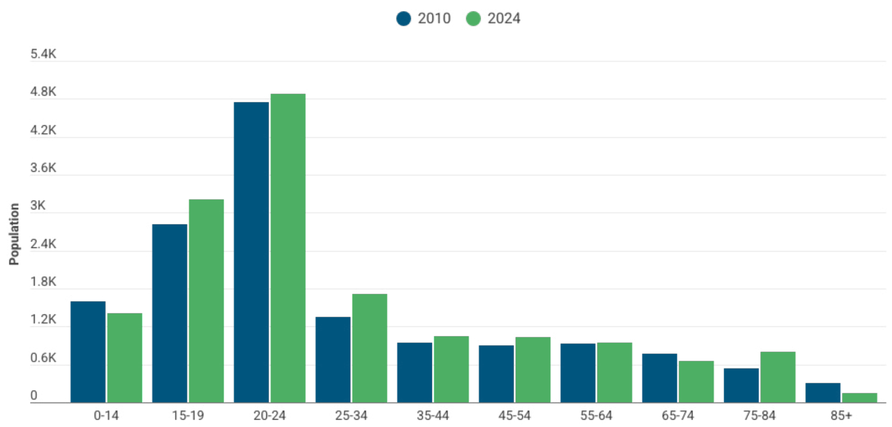
Source: US Census Bureau

POPULATION RACE & ETHNICITY
COMPOSICIÓN ÉTNICA DE LA POBLACIÓN



Source: US Census Bureau

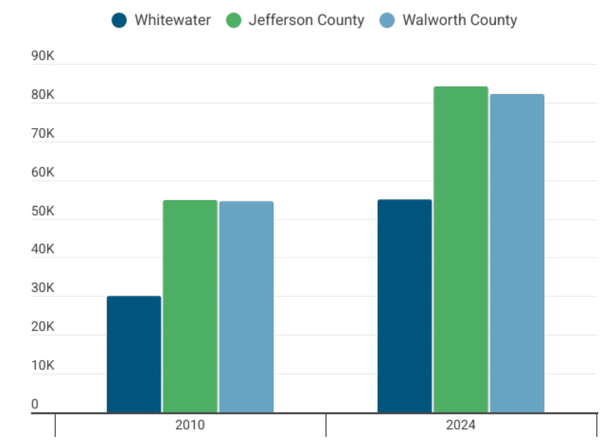
AGE DISTRIBUTION
DISTRIBUCIÓN POR EDAD



Source: US Census Bureau; American Community Survey (5-Year Estimates)

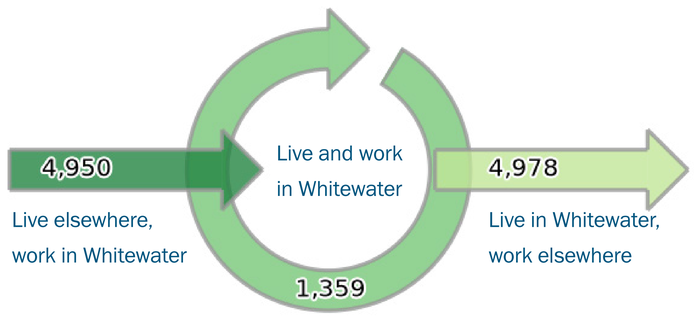
SOCIO-ECONOMIC CONDITIONS / CONDICIONES SOCIOECONÓMICAS

MEDIAN HOUSEHOLD INCOME, 2010 & 2024
INGRESO MEDIO DEL HOGAR, 2010 Y 2024



Source: American Community Survey (5-Year Estimates)

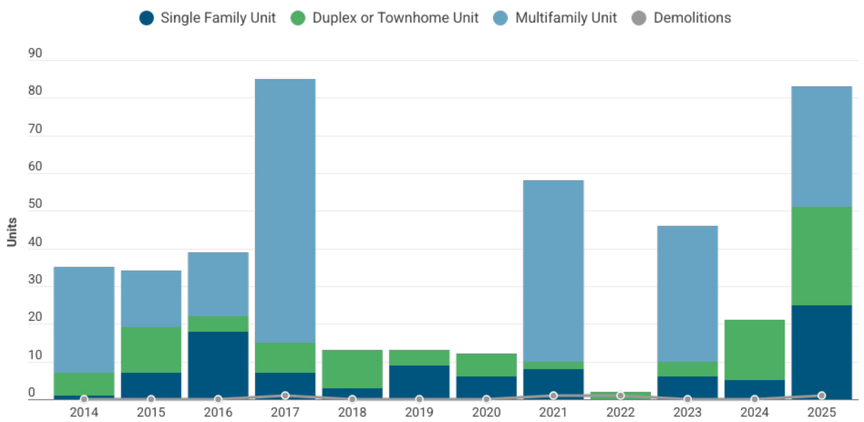
EMPLOYMENT: WHERE PEOPLE LIVE & WORK
EMPLEO: DÓNDE VIVEN Y TRABAJAN LAS PERSONAS



Source: US Census OnTheMap, 2022

HOUSING / VIVIENDA

HOUSING CONSTRUCTION ACTIVITY
ACTIVIDAD DE CONSTRUCCIÓN DE VIVIENDAS



Source: City of Whitewater

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Transportation
Transporte

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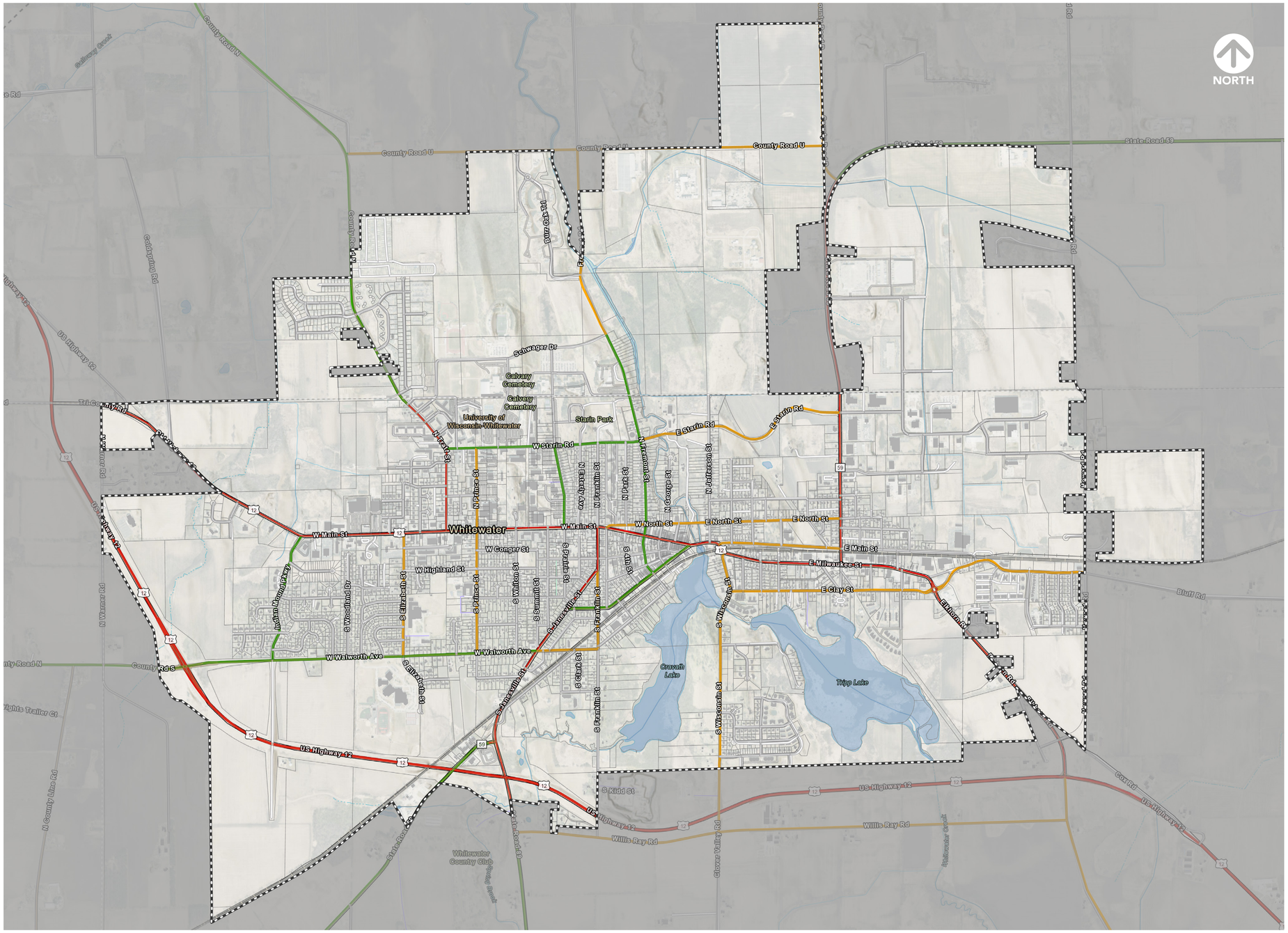
MOVING TOGETHER TOWARD 2045

Where are barriers to moving around?
¿Dónde existen barreras para desplazarse?



LEGEND / LEYENDA:

- Principal Arterial / Arterial Principal
- Minor Arterial / Arteria Secundaria
- Collector / Coletor
- Local / Local

Source: City of Whitewater

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Natural Resources
Recursos naturales

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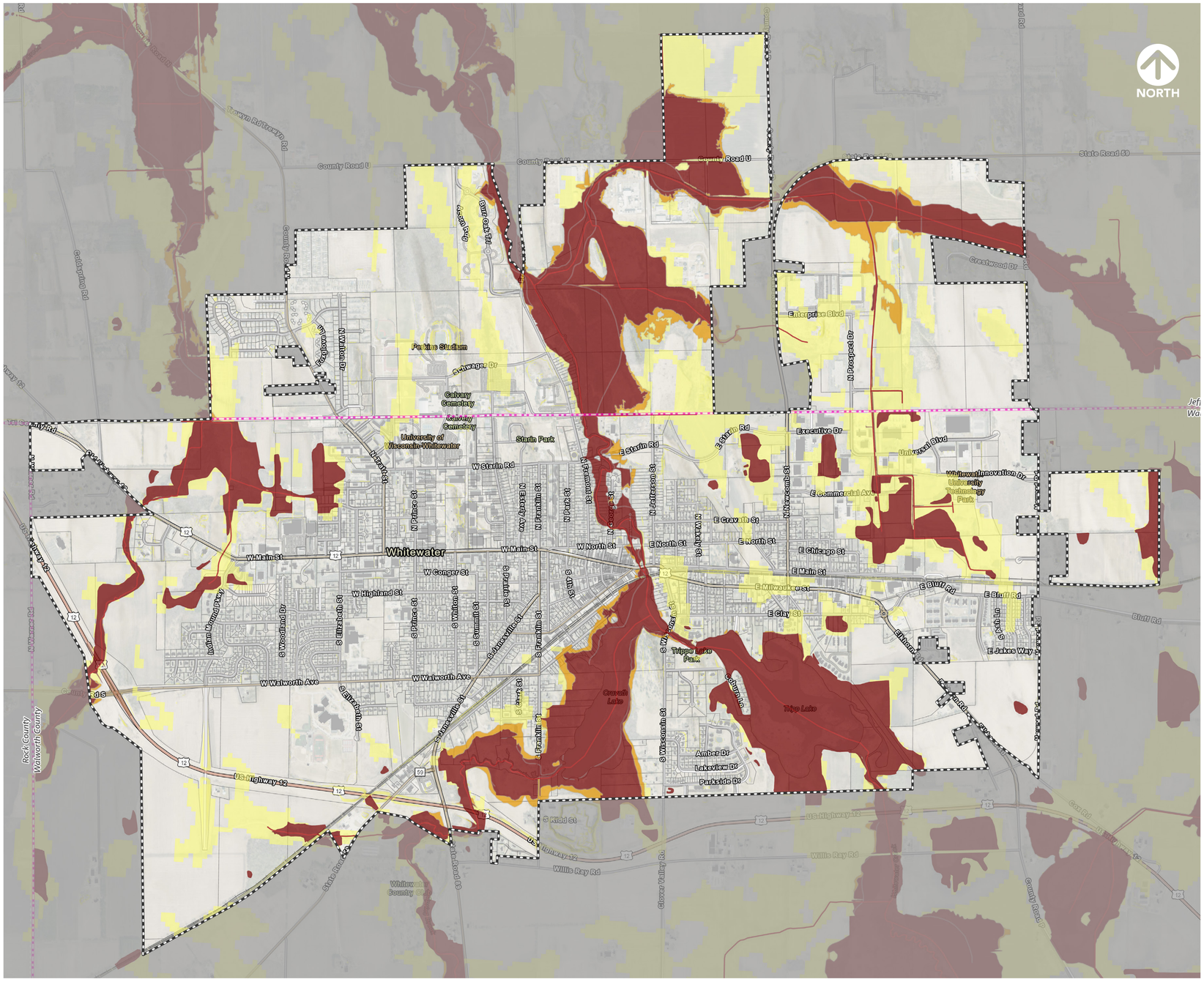
What are your flooding, water quality, erosion, or other environmental concerns?
¿Cuáles son sus preocupaciones sobre inundaciones, calidad del agua, erosión u otros temas ambientales?



Source: FEMA; USGS

LEGEND / LEYENDA:

- FEMA Floodway, 100-Year Floodplain
  Canal de inundación de FEMA, planicie de inundación de 100 años
- FEMA 500-Year Floodplain
  Planicie de inundación de 500 años de FEMA
- Hydric Soils and Steep Slopes
  Suelos hídricos y pendientes pronunciadas

Housing in Hazard Zones
Number of dwelling units
44

Jobs in Hazard Zones
Number of employees
18

Population in Hazard Zones
Number of residents
105

Land Area in Hazard Zones
Acres
462

Source: FEMA; USGS; RDG Planning & Design; Urban Footprint

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Housing & Neighborhoods
Vivienda y Vecindarios

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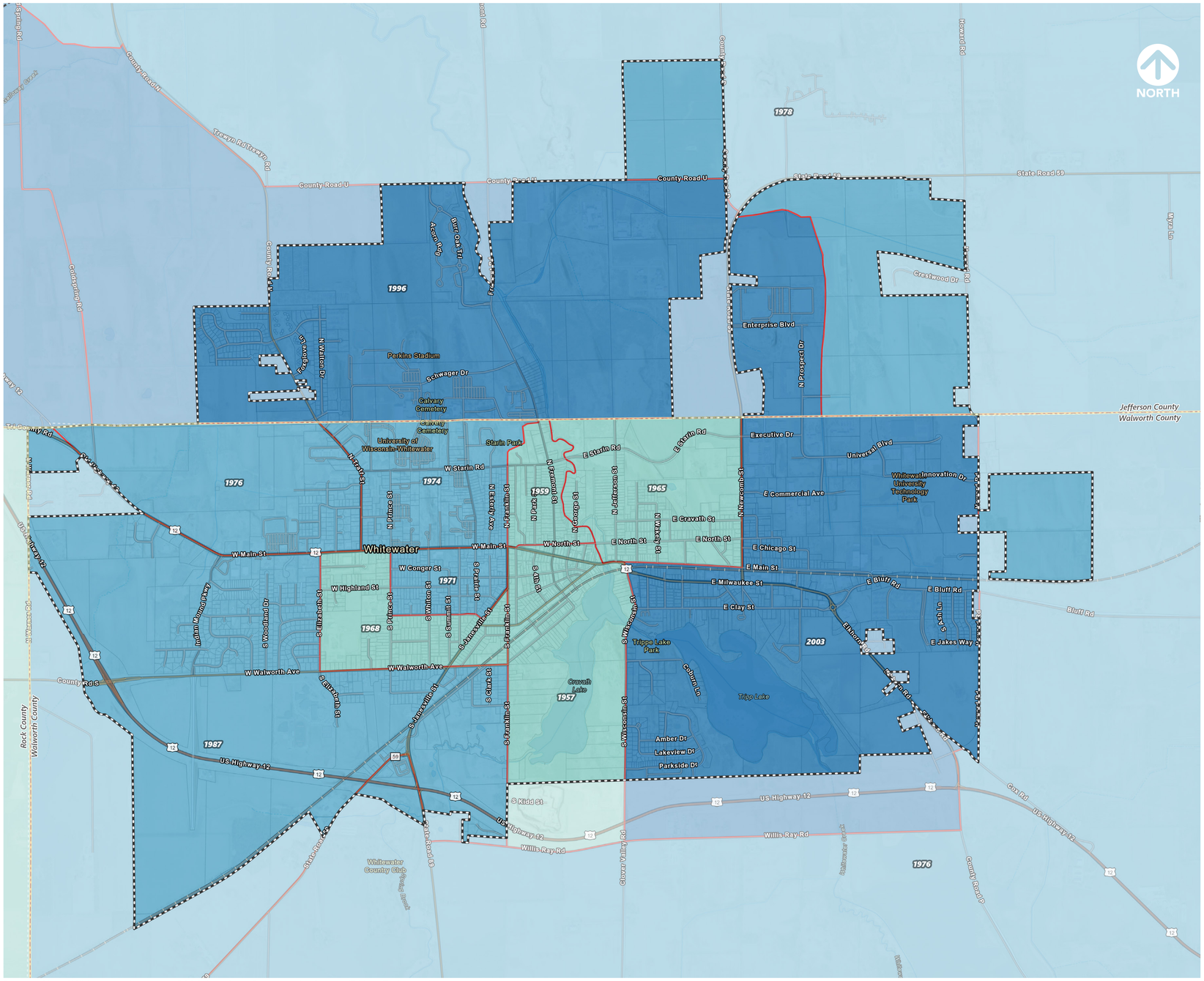
What is great about your neighborhood? What needs improvement?
¿Qué aspectos positivos tiene su vecindario? ¿Qué aspectos necesitan mejorar?



LEGEND / LEYENDA:

Median Year Structure Built
Año Mediano de Construcción de la Vivienda

- Before 1950 / Antes de 1950
- 1960-1969
- 1970-1989
- 1990-2006

Source: City of Whitewater Assessor; 2024 American Commnunity Survey (5-Year Estimates)

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TOTAL HOUSING UNITS, 2024
TOTAL DE UNIDADES DE VIVIENDA, 2024



5,925
HOUSING UNITS

5,229
HOUSEHOLDS

1981
MEDIAN YEAR BUILT

HOUSING TYPES



Single-Family — 34.3%



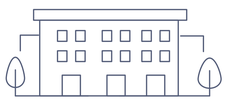
Duplex or Townhome — 17.5%



3-4 Units — 5.1%



5-10 Units — 12.3%



10 or More Units — 29.1%

Mobile Home, Boat, RV, van, etc. — 1.7%

Source: American Community Survey (5-Year Estimates)

HOUSING OCCUPANCY
OCUPACIÓN DE VIVIENDAS

OWNER-OCCUPIED
OCUPADA POR EL PROPIETARIO



2010	2024	
40%	32%	Whitewater
72%	74%	Jefferson County
71%	71%	Walworth County

RENTER-OCCUPIED
OCUPADA POR EL INQUILINO



2010	2024	
60%	68%	Whitewater
28%	26%	Jefferson County
29%	29%	Walworth County

Source: US Census Bureau; American Community Survey (5-Year Estimates)

Source: US Census Bureau; American Community Survey (5-Year Estimates)

VACANCY
VACANCIA

% VACANT UNITS
% DE UNIDADES VACANTES



2010	2024	
13.6%	11.7%	Whitewater
9.4%	5.4%	Jefferson County
23.2%	20.1%	Walworth County*

Source: US Census Bureau; American Community Survey (5-Year Estimates)
*Vacancy rates in Walworth County reflect units vacant for "seasonal use," including homes on Geneva Lake.

HOUSING VALUES
VALORES DE LA VIVIENDA

MEDIAN VALUE
VALOR MEDIO



2010	2024	
$165K	$229K	Whitewater
$183K	$274K	Jefferson County
$198K	$303K	Walworth County

Source: US Census Bureau; American Community Survey (5-Year Estimates)

MEDIAN CONTRACT RENT
ALQUILER MEDIO DE CONTRATO



2010	2024	
$878	$1,041	Whitewater
$861	$1,035	Jefferson County
$963	$1,150	Walworth County

Source: US Census Bureau ; American Community Survey (5-Year Estimates)

HOUSING AFFORDABILITY
ASEQUIBILIDAD DE LA VIVIENDA

% COST BURDENED HOUSEHOLDS, 2024
% DE HOGARES CON SOBRECARGA DE COSTOS, 2024



2010	2024	
28.7%	28.4%	Owners | Propietarios
70.6%	51.1%	Renters | Inquilinos

Source: US Census Bureau; American Community Survey (5-Year Estimates)

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Land Use
Uso Del Suelo

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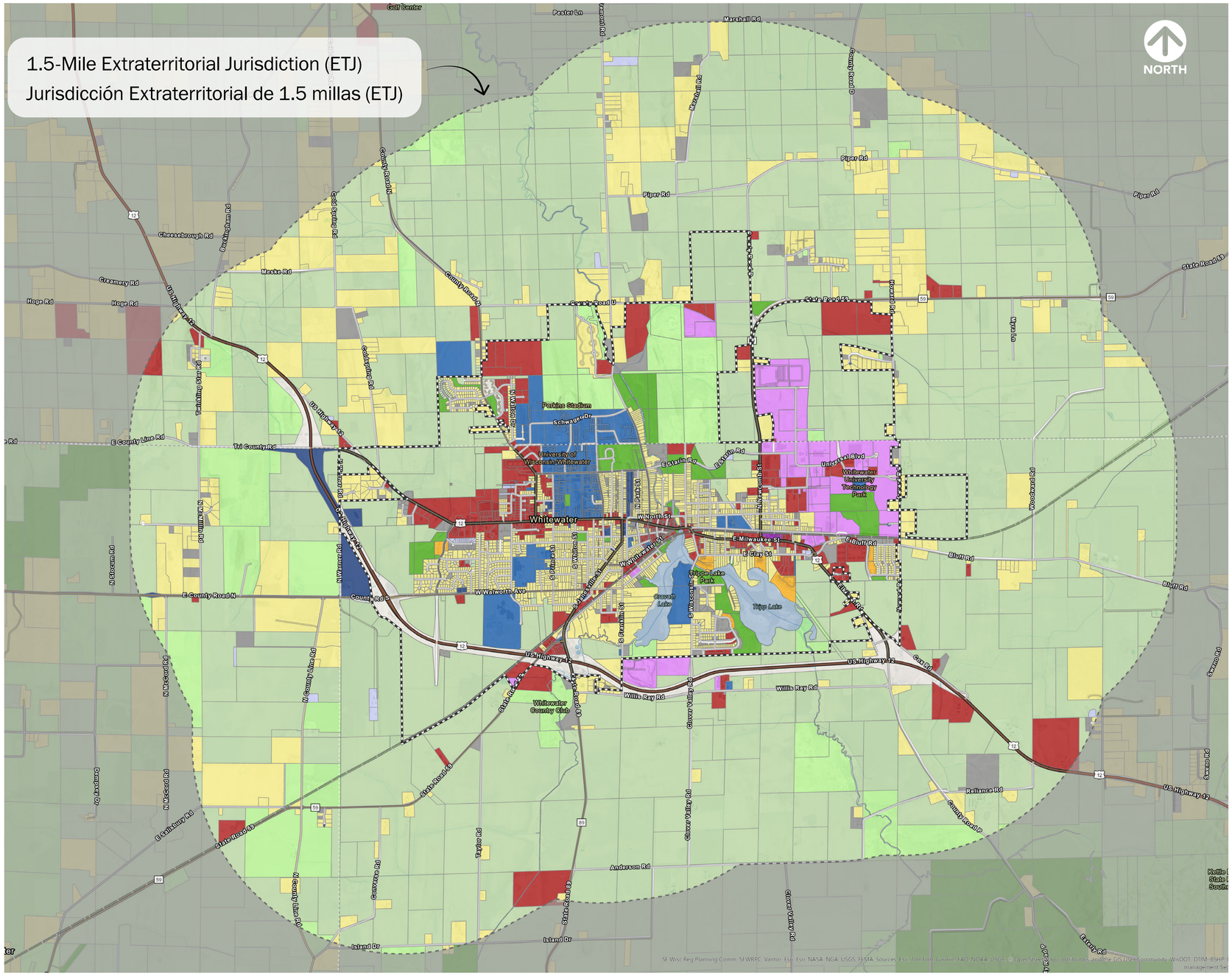
What does future development look like to you?
¿Cómo imagina el desarrollo futuro?



LEGEND / LEYENDA:

- Agricultural / Agricultura
- Single-Family / Vivienda Unifamiliar
- Multi-Family / Vivienda Multifamiliar
- Commercial / Comercial
- Industrial / Industrial
- Public/Semi Public Facilities / Instalaciones Públicas / Semipúblicas
- Waterbodies / Cuerpo de agua
- Parks / Parques y Espacios Abiertos
- Golf Course & Open Spaces / Campo de Golf y Espacios Abiertos

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Parks, Trails, & Greenways
Parques, Senderos y Corredores Verdes

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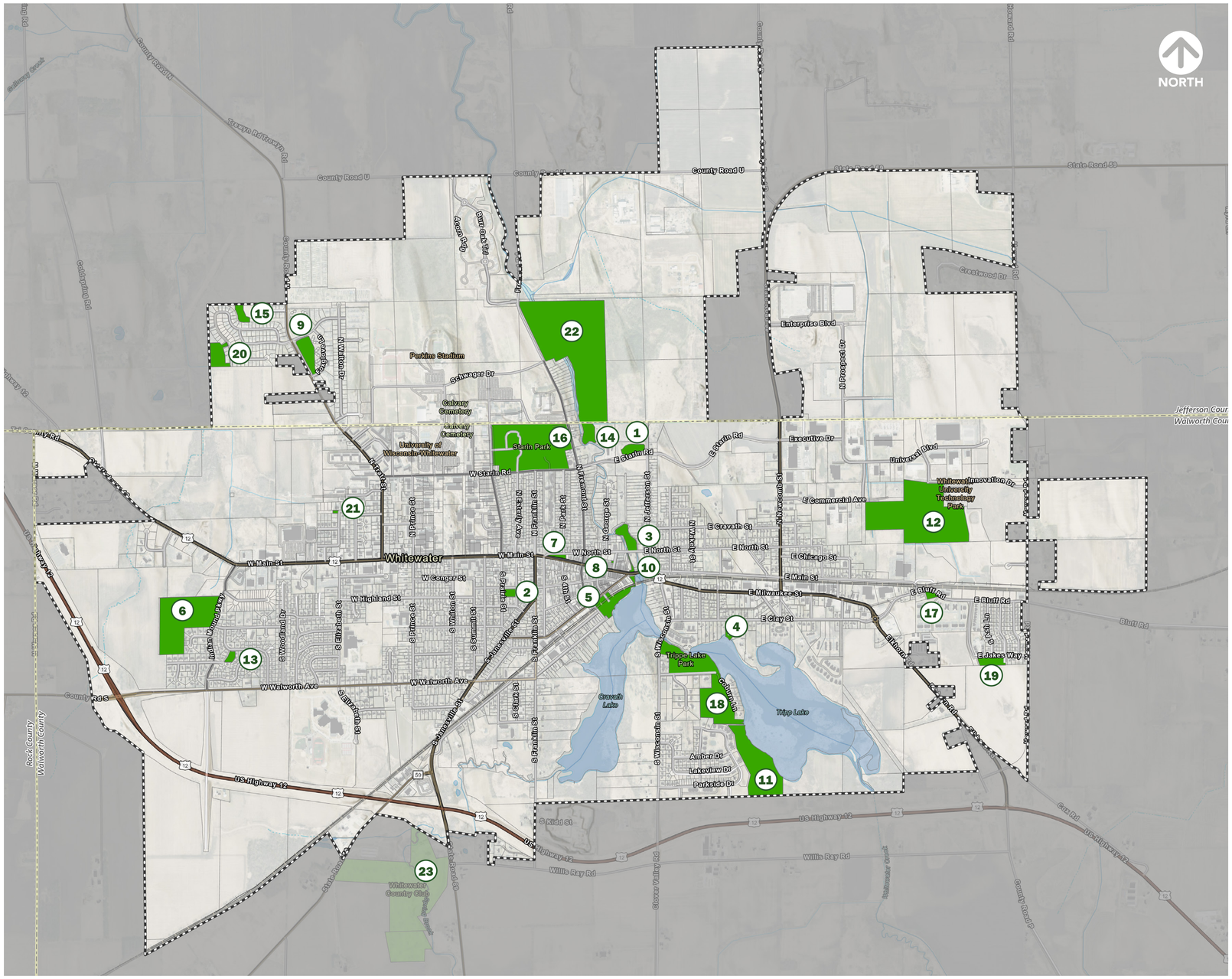
Which parks should we upgrade? Do we need more parks and trails?
¿Qué parques deberíamos mejorar? ¿Necesitamos más parques y senderos?



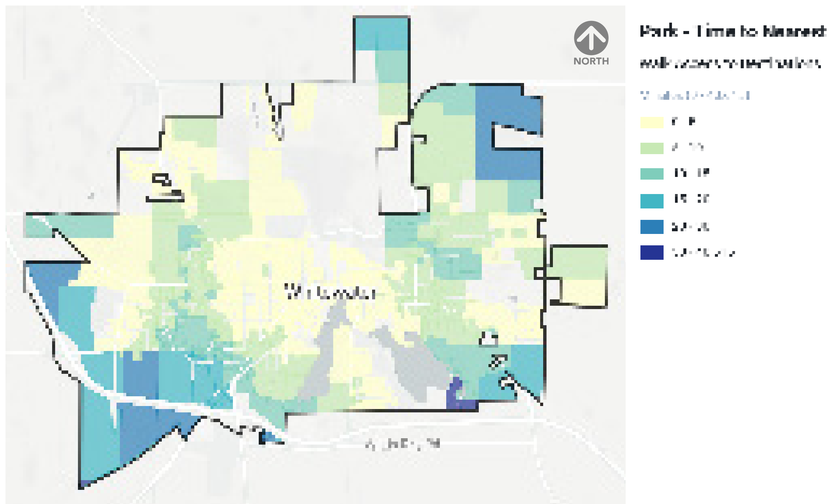
Source: City of Whitewater

LEGEND / LEYENDA:

- Parks & Open Spaces / Parques y Espacios Abiertos
- Golf Course / Campo de Golf

WHITEWATER PARKS & GOLF COURSES/
PARQUES Y CAMPOS DE GOLF DE WHITEWATER:

1. Bark Park – Dog Park
2. Big Brick Park – Mini Park
3. Brewery Hill Park – Neighborhood Park
4. Clay Street Nature Area – Mini Park
5. Cravath Lakefront Park – Community Park
6. Effigy Mounds Preserve – Archeological Park
7. Flat Iron – Mini Park
8. Main Street Shoppes Courtyard – Mini Park
9. Meadowsweet Park – Neighborhood Park
10. Mill Race Park – Mini Park
11. Minnieska Park – Neighborhood Park
12. Moraine View Park – Community Park
13. Optimist Turtle Mound Park – Mini Park
14. Ray Trost Preserve – Mini Park
15. Skyway Park – Neighborhood Park
16. Starin Park – Community Park
17. Trailhead – Mini Park
18. Trippe Lake Park – Community Park
19. Walton East Gate Park – Mini Park
20. Walton Oaks Park – Mini Park
21. Ward Park – Mini Park
22. Whitewater Creek Nature Area – Community Park
23. Whitewater Country Club - Golf Course



Source: Urban Footprint

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Economic Development
Desarrollo económico

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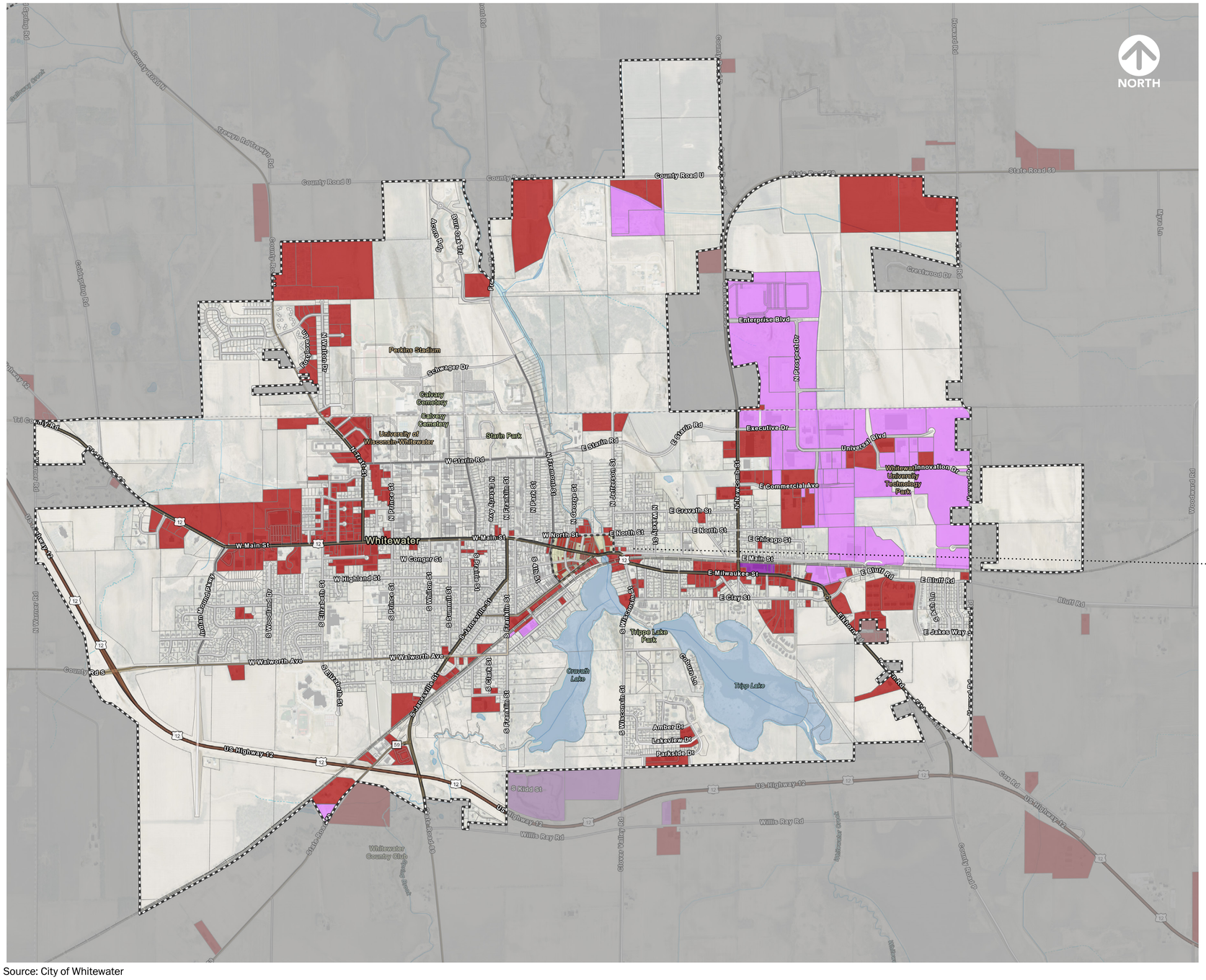
What commercial areas or districts do we need to improve, including Downtown?
¿Qué zonas o distritos comerciales necesitamos mejorar, incluido el Centro?



Source: City of Whitewater

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your ideas!

Share it with the planning team (drawings welcome)!

What I want to see in Whitewater…

¿Qué quiero ver en Whitewater…?

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