



Common Council Agenda Item

Meeting Date: January 20, 2026

Agenda Item: TIF request for Pre/3 multifamily residential development on Lot 10B

Staff Contact (name, email, phone): Mason Becker, mbecker@whitewater-wi.gov, 262.443.4458

BACKGROUND

(Enter the who, what when, where, why)

As council members may be aware, the Plan and Architectural Review Commission has recently reviewed and approved requests to rezone and amend the Future Land Use Map for Parcel A444200001, located at the terminus of E. Main Street. The parcel is currently under contract, and the proposed development consists of a 5 building, 60-unit multifamily residential project.

Ehlers, the City's tax incremental financing (TIF) advisors, has completed a review of the developer's request for TIF assistance associated with this proposal. Representatives from Ehlers will be present at this meeting to summarize their findings, discuss fiscal considerations, and respond to questions from the Common Council. The CDA also reviewed this request at the January 15, 2026 board meeting.

From a land use perspective, staff continue to believe that this parcel is no longer well-positioned for industrial development. While job-creation and industrial growth remain an important City objective, other City-owned or strategically located sites with superior access, infrastructure, and market visibility have continued to generate stronger interest from potential industrial users. In contrast, housing, both rental and owner-occupied, has been consistently identified as a community need through multiple local and regional studies.

Given its location, surrounding development pattern, and proximity to existing infrastructure, staff views this site as a strong candidate for infill residential development that aligns with current housing needs and adopted planning objectives.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The CDA approved sale of the property to the developer on February 26, 2025
- The rezoning and plan amendment requests were approved at PARC on October 13, 2025

FINANCIAL IMPACT

(If none, state N/A)

Development of this currently tax-exempt parcel will generate new property tax revenue, as well as providing needed workforce type housing in the city, which will fit in with the surrounding neighborhood.

STAFF RECOMMENDATION

No formal action is needed on the TIF request at this time. The Common Council will also be reviewing the rezoning and plan amendment recommendations from the PARC at the January 20, 2026 Common Council meeting. If approved at that time, staff will continue working on a full Development Agreement which will come back to the CDA board and Common Council for final review and approval.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

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- Memo from Ehlers regarding Pre/3 TIF request
 - Memo from Kristen Parks (Anderson Commercial Group LLC)
 - Current draft site layout
 - Parcel map including wetland areas
 - Rail Spur Study
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