



## Memorandum

To: Economic Development Director, City Manager, Community Development Authority, and Common Council

From: Kristen Parks/Anderson Commercial Group LLC

Date: October 30, 2025

Subject: Recommendation to Rezone Parcel A444200001 from M-1 (General Manufacturing) to R-3 (Multi-Family Residence District)

This memorandum is in response to the rezoning efforts of Parcel A444200001. Our professional assessment concludes that Parcel A444200001 is not a viable long-term manufacturing site due to its landlocked configuration, environmental limitations, and adjacency to established residential neighborhoods.

The City of Whitewater already controls more suitable industrial sites, including Lots 1T (25 acres), 2T (8.8 acres), 8B (14.9 acres), and 9B (17.1 acres)—each offering clearer, more accessible opportunities for industrial growth. Current market conditions also show ample available industrial space, with multiple existing properties exceeding 20,000 square feet for lease. This indicates no immediate need for additional industrial land, particularly one constrained by access and environmental features.

In contrast, Parcel A444200001 is ideally positioned for multi-family residential development, given its proximity to employment opportunities in the industrial park, existing sidewalks, and nearby neighborhood retail such as Dollar General and Kwik Trip. The proposed development would fill a critical gap in Whitewater's housing inventory by introducing "missing middle" housing—medium-density, family-oriented units distinct from the larger apartment projects recently approved.

Approving the rezoning from M-1 to R-3 will allow the parcel to achieve its highest and best use, while enabling the City to concentrate industrial recruitment and infrastructure investment on stronger, more competitive sites.

As the broker representing the City of Whitewater and the Community Development Authority's (CDA) development portfolio, our firm routinely evaluates land holdings for alignment with market demand and long-term strategic goals. Based on our independent review, we support the proposed rezoning of Parcel A444200001 from M-1 (General Manufacturing) to R-3 (Multi-Family Residence District).

Although the parcel is similar in size to other City-owned sites, its physical configuration and surroundings severely limit its industrial potential. The property is landlocked on multiple sides, bordered by residential uses and a rail line, and lacks adequate access or flexibility for modern manufacturing operations. These conditions, combined with environmental constraints, render the site unsuitable for industrial use.

The City's other parcels—Lots 1T, 2T, 8B, and 9B—are far stronger candidates for future manufacturing. They feature open acreage that can be easily improved through site preparation activities such as clearing vegetation and removing stored materials. Once those improvements are completed and electrical capacity issues are addressed through coordination with, WE Energies, these sites will be highly competitive for advanced manufacturing investment.

Our review of the local industrial market also indicates substantial available inventory, with multiple existing properties offering more than 20,000 square feet for lease. This supply suggests that the immediate market demand for new industrial land is limited, and the City's focus should remain on preparing its best, most market-ready parcels rather than attempting to reposition a constrained site like Parcel A444200001.

From a residential perspective, the parcel offers significant advantages:

- Proximity to neighborhood retail and employment, including the industrial park.
- Established sidewalk network supporting pedestrian access; and
- Adjacency to the Stonehaven development, which provides a clear precedent for transitioning nearby industrial parcels to residential use.

This proposal would provide the medium-density, family-oriented housing that Whitewater currently lacks. Demand for such housing will persist until it is met. Advancing this project would not only fulfill current housing needs but also allow the City to refocus future residential efforts on single-family subdivisions and smaller-scale multi-family infill where appropriate.

Rezoning Parcel A444200001 to R-3 aligns with current market realities, best planning practices, and the City's long-term economic strategy. This action positions the parcel for its most productive use, supports Whitewater's evolving housing needs, and enables the City to dedicate industrial recruitment efforts toward stronger, more competitive sites such as Lots 1T, 2T, 8B, and 9B.

We welcome the opportunity to discuss these findings with the CDA, City Manager, and Common Council and to continue supporting the City's broader development strategy.



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