



Community Development Authority

Meeting Date: November 20, 2025

Agenda Item: Anderson Commercial Group memo re: rezoning of Parcel A444200001

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

BACKGROUND

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

As board members may be aware, the Plan and Architectural Review Commission recently reviewed and approved requests to rezone and change the future land use of Parcel A444200001, which is currently under contract. The developer is proposing a 60-unit multifamily residential project.

Anderson Commercial Group recently provided an opinion letter on the potential rezoning, as well as the parcel's suitability for future use as a residential development. This is included in your agenda packet for informational awareness on the status of this city-owned parcel. As the memo points out, this neighborhood is changing, given potential single-family home construction along Bluff Road (currently being negotiated), and the proximity to newer commercial businesses such as Kwik Trip and Dollar Tree.

The city's Community Development Department continues to respond to Requests for Information and other inquiries on potential manufacturing projects. These responses are being done in coordination with WCEDA, Thrive ED, and M7. These projects are looking for larger, more open and accessible parcels, than the one being discussed here. We are also having ongoing discussions with We Energies about the growing energy needs in this community as increased power capacity will be needed to support additional modern manufacturing facilities.

The parcel's location, being boxed in by existing development to the west, wetlands to the north and east, and the rail line immediately to the south, along with very limited street frontage, does not make it an ideal candidate for industrial development, given today's current market conditions. The city currently has other parcels that are much more viable for industrial development, as explained in the memo from Anderson Commercial Group.

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 action is needed at this time. Staff will continue working with the developer on a Development Agreement. The intent will be to bring any TIF request (including review by the city's financial advisors, Ehlers) to the CDA for review, which will then go to the Common Council along with approval of the rezoning and plan amendment requests at the same meeting.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

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- Memo from Kristen Parks (Anderson Commercial Group LLC)
 - Parcel map including wetland areas
 - Rail Spur Study
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