



Community Development Authority

Meeting Date:	March 19, 2026
Agenda Item:	Memo re Site Analysis of CDA-owned Jefferson St Property
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 CDA currently owns three properties, located at the corner of E Main St and N Jefferson St (“the Jefferson Street property”). The parcel IDs for these properties are: /BIRW 00003A, /BIRW 00002, and /BIRW 00001. The most recently obtained property was acquired as part of a property swap with Tanis Properties.

Staff recently requested that Redevelopment Resources, a firm familiar with downtown redevelopment projects throughout Wisconsin, which has also done other analysis work for the City of Whitewater evaluate the site, current market conditions, and the site’s future highest and best use.

Redevelopment Resources produced an evaluation report which is included in the meeting packet. Kristen Fish-Peterson from Redevelopment Resources is also attending this meeting to present their findings and recommendations.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The CDA board approved awarding a contract to HM Brandt for demolition of the former “Wrap & Ship” property at the February 19, 2026 regular board meeting

FINANCIAL IMPACT

(If none, state N/A)

- Redevelopment of these currently tax-exempt properties would be an economic benefit to the city and other taxing jurisdictions

STAFF RECOMMENDATION

- Staff has reviewed and agree with the general findings in the Site Analysis. Staff recommend that the CDA board approve publication of a Request for Proposal to developers for proposals to redevelop the site. The CDA board should also instruct staff to move forward with a request to vacate the unused public right-of-way in the middle of same properties.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Redevelopment Resources’ Site Analysis
- Jefferson St Property site map