

Jefferson

WHITEWATER, WI

SITE ANALYSIS:

104-116 E. Main St. & 126 N. Jefferson St.

Walworth



Introduction

When considering a subject site for potential redevelopment there are several facets to consider:

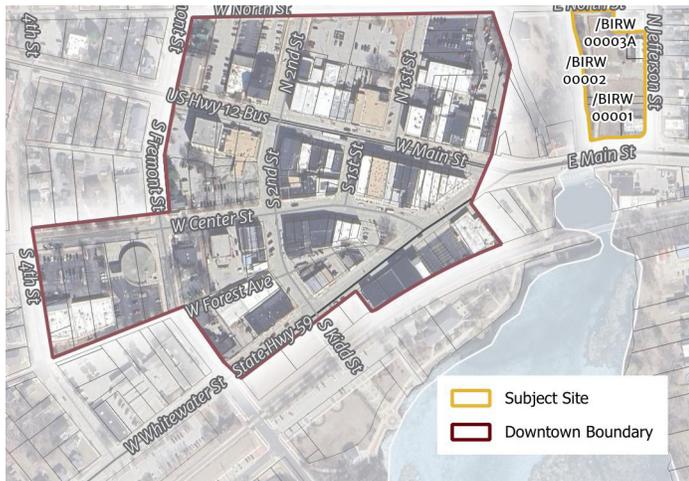
- Location and access
- Lot and building size
- Site constraints, amenities, and historical context
- Existing market conditions and trends

Communities need to know the business case for redevelopment and new uses. Whitewater is taking such an approach with the site the northwest intersection of N. Jefferson St. and Main St. The Community Development Authority of the City of Whitewater controls the subject site and has undertaken this process to assess its redevelopment potential.

Subject Site

The subject site is located at the northwest intersection of Main Street and Jefferson Street. The three parcels (BIRW 00001, BIRW 00002, BIRW 00003A) combined create a 1.4-acre site bounded by Whitewater Creek to the west, East North Street to the north, Jefferson to the east, and Main Street to the south.

South of the site, across Main Street, are three commercial buildings that contain one ice cream shop and two automotive repair facilities. East of the site, across Jefferson Street, is a commercial building on the corner of Jefferson and Main and residential homes north towards East North Street. There is one residential home on the southwest corner of East North Street and Jefferson Street which is immediately north of the subject site. North of East North Street is a residential neighborhood and a couple of parks. In summary, this property is between existing commercial and residential uses, so its future use should be compatible with both.



Parcel BIRW 00001, in the southeast corner of the site, has an approximately 2,000 square-foot commercial building with two curb cuts, one on Jefferson Street and one on Main Street. The age of the building is unknown, but the exterior appears to have been recently refreshed.

Parcel BIRW 00003A, in the northeast corner of the site. There are also two curb cuts for this parcel, both on Jefferson Street, one on the north side and one on the south side.

The site is zoned B-2 Central Business District with the intent to “accommodate retail, service, office, community, and support residential uses for citywide and regional benefit, and to advance the city’s downtown revitalization objectives as expressed in adopted city plans.” A full list of permitted uses, permitted accessory uses, and conditional uses is available in the appendix.

There is a trail connection on the west side of the site that follows the Whitewater Creek and connects to a series of local parks and amenities, including:

- Cravath Lake
- Mill Race Park
- Brewery Hill Park
- Whitewater Rotary Skate Park
- Ray Trost Nature Preserve
- University of Wisconsin–Whitewater
- Downtown Whitewater

Parcel BIRW 00001 was owned by Frawley Oil Company from 1974 to 2014. In the early '90s, soil contamination occurred. The site received Petroleum Environmental Cleanup Funds to remediate the site and the Wisconsin Department of Natural Resources closed the file in 1996 and there are no continuing obligations.

Current Market Trends

This site analysis reviews existing conditions in the community and considers future uses for property such as residential, hotel, office, retail, medical, and recreational/entertainment uses.

Downtown Whitewater Foot Traffic Trends

According to Placer.ai, nearly 147,000 unique visitors made four to five trips to Downtown Whitewater in 2025. This is a 3% increase in visits since 2022 (Table 1).

Of visits to the area that last longer than 10 minutes by visitors, most are more than 2.5 hours in duration (Figure 1). This suggests that there are a number of points of interest in the area to occupy more than 2.5 hours of a visitor's time. Generally, visitors are willing to drive 1/4 of the time they anticipate spending in a location. In other words, if they anticipate spending an hour, they are willing to travel 15 min. to get there. It could therefore be assumed that visitors to Downtown Whitewater are traveling approximately 38 min.

Table 1. Downtown Whitewater Visitor Trends Metrics

Visits	673,128
Visitors	146,878
Visit Frequency	4.58
Panel Visits	64,510
Visits YoY	0.70%
Visits Yo2Y	2.60%
Visits Yo3Y	3.00%

Data Source: Placer.ai. Data Notes: Area of analysis is a 750 foot radius from 150 W. Main St., Whitewater, WI, 53190 from Jan. 1, 2025 - Dec. 31, 20205.

Placer.ai is a location analytics provider that analyzes locations or geographic areas by audience type (residents, employees, visitors).

Definitions:

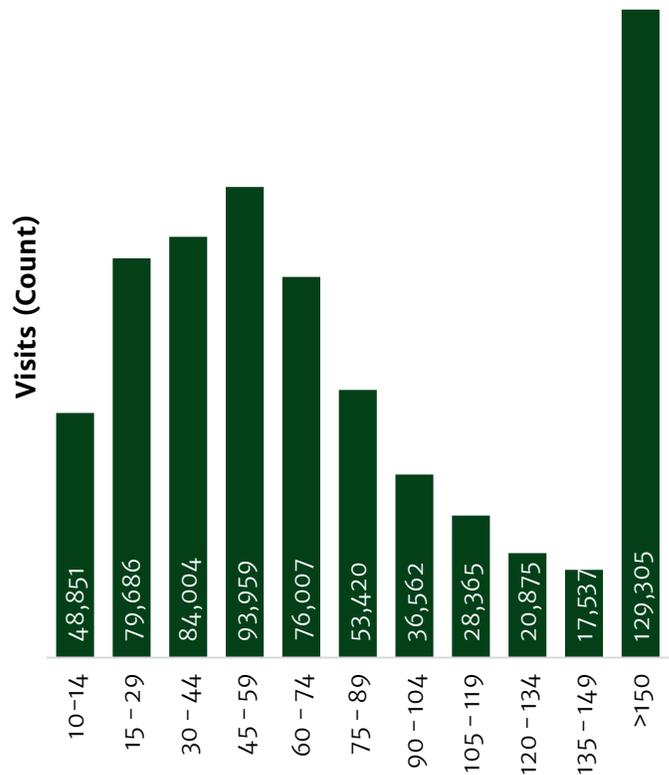
Visits

A visit is counted whenever a panel device (representing a person) visits a POI. However, only one visit is counted per day, per device, even if the same person visits the location multiple times in a single day.

Visitors

A visitor is identified as a unique device ID, representing a single person. While "Visits" count the total number of times a location is visited, "Visitors" count the number of unique individuals, regardless of how many times they visit. For example, if a person visits a grocery store once a week for a year, they are counted as one visitor but generate 52 visits. Each unique visitor is counted only once per day, even if they visit multiple times in a single day.

Figure 1. Visit Duration Trends

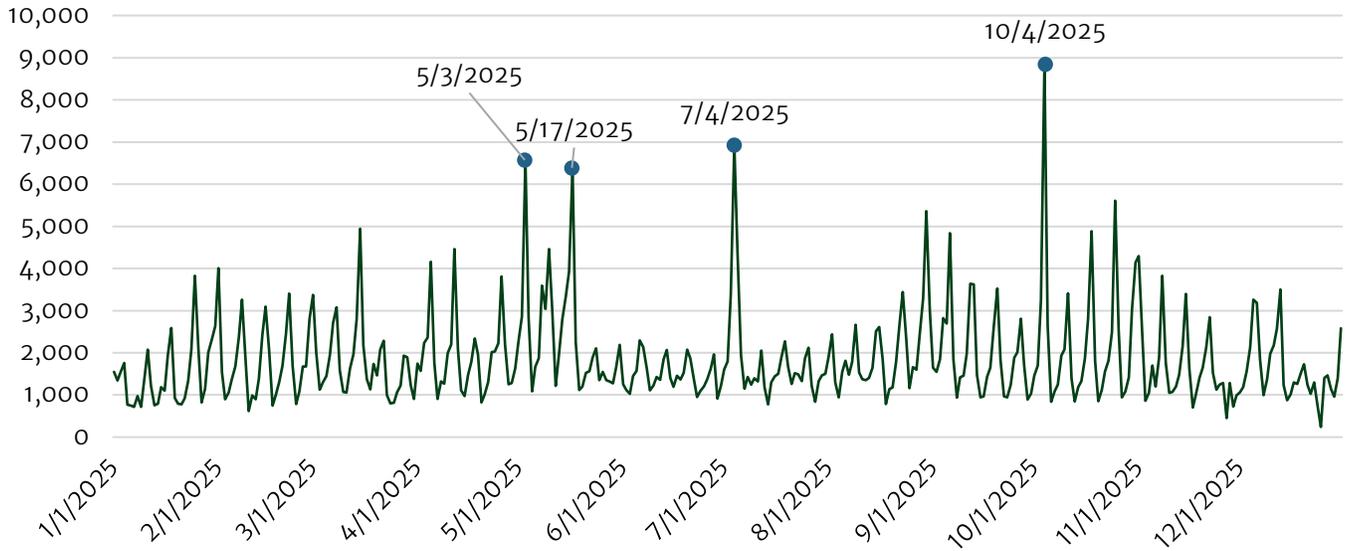


Data Source: Placer.ai. Data Notes: Area of analysis is a 750-foot radius from 150 W. Main St., Whitewater, WI, 53190, from Jan. 1, 2025 - Dec. 31, 20205.

Foot traffic to Downtown Whitewater is consistent throughout the year with higher volumes on Saturdays and special events, particularly during UW-Whitewater graduation, Independence Day, and Pride Events.

Weekend foot traffic does diminish during the summer months, likely due to a decreased student population and households on vacation (Figure 2).

Figure 2. Visit Count (2025)



Data Source: Placer.ai. Data Notes: Area of analysis is a 750 foot radius from 150 W. Main St., Whitewater, WI, 53190 from Jan. 1, 2025 - Dec. 31, 2025.

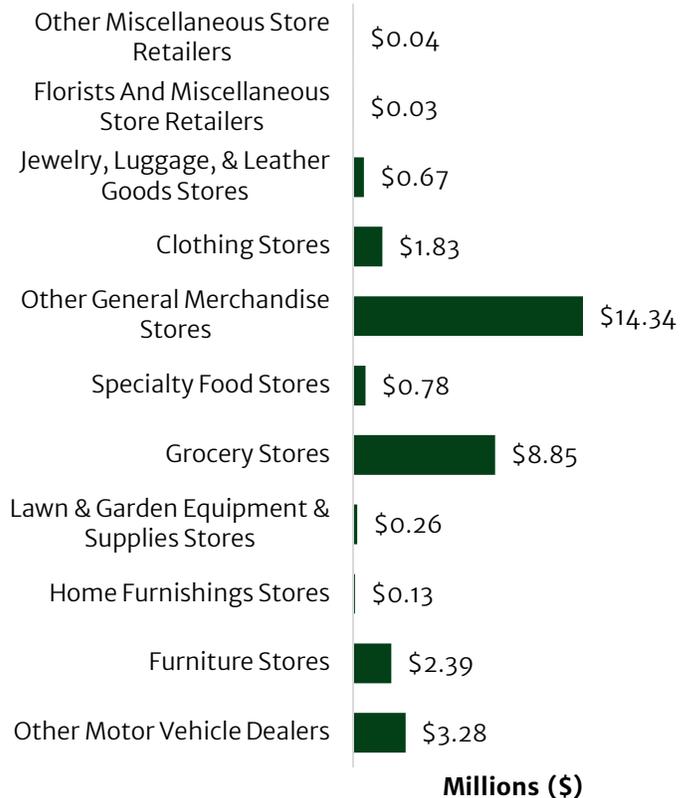
Redevelopment Potential

Commercial Uses

Using Placer.ai to measure retail supply and consumer demand in the City of Whitewater, the category with the largest unmet need is Other Generalized Merchandise Stores (Figure 3). Stores in this category sell a mixture of goods (e.g., convenience items, grocery items, household products, and seasonal items), but do not fall into one particular category. Grocery, and clothing stores, also show significant opportunities for a new business to capture market share.



Figure 3. City of Whitewater Unmet Demand

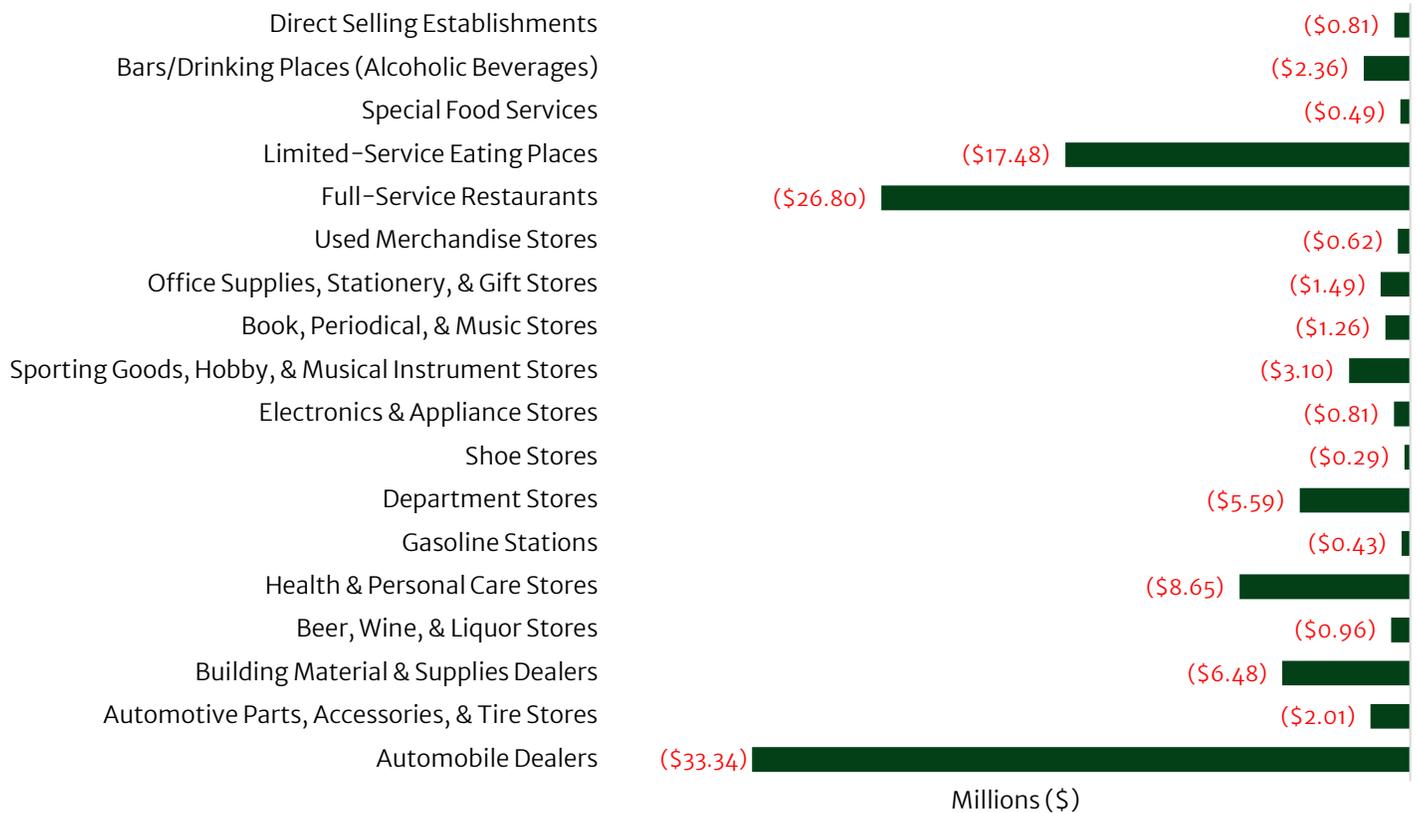


Data Source: Placer.ai. STI: Market Outlook from 01/01/2025 to 12/31/2025 benchmarked to nation.

Figure 4 identifies categories in which there is a surplus supply in the city. Full-service and limited-service restaurants are the two largest categories. Therefore, if the subject site were to include a dining option, the restaurant

will need to be mindful of the competitive landscape and strategically position itself to capture a larger share of existing market demand, in addition to attracting new customers.

Figure 4. City of Whitewater Surplus Supply



Data Source: Placer.ai. STI: Market Outlook from 01/01/2025 to 12/31/2025 benchmarked to nation.

Residential

The 2024 Rental Market Study indicated that Whitewater needs 175 rental units constructed annually. This is more than double the annual average of new construction multi-family development from 2000 to 2023. In light of this demand, the subject site would be a good location for a mixed-use building.

Recommendation

In summary, the subject site is located between residential and commercial (mostly service) uses. It could serve a proper buffer between the active uses on Main Street and the single-family residential uses off Main Street.

RESIDENTIAL ABSORPTION POTENTIALS BY PRODUCT TYPE -- WHITEWATER MARKET AREA -- 2023 - 2028

Product Type	Annual	Total Through 2028
Total	400	2,000
For Sale	225	1,125
Single Family Detached	150	750
Townhome/Duplex/Condominium	75	375
For Rent	175	875

Source: Tracy Cross & Associates, Inc.

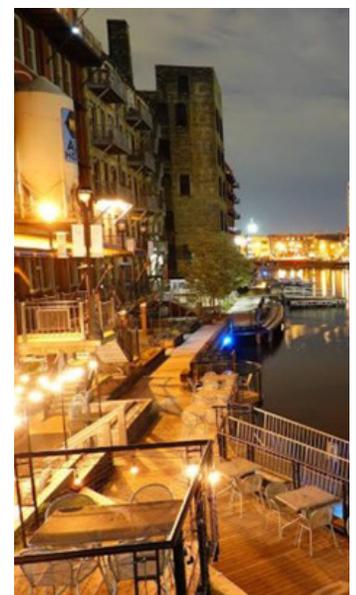
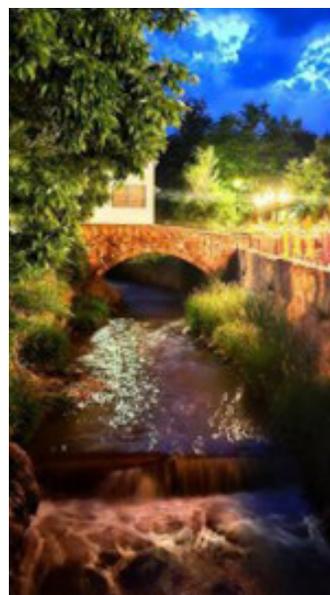
Also, with demand for grocery and general merchandise, businesses serving convenience retail uses would be appropriate (versus destination retail uses). The available data does not provide information on personal services such as outpatient medical, dental, personal hygiene (nail, hair, waxing salons, etc.), counseling offices, or other physical or mental health services but these would be solid commercial uses for ground floor commercial space as well.

Understanding that high density rental residential units (apartments) could be developed elsewhere, this site could serve a sole commercial purpose such as a Dollar Store. However, this real estate is valuable and should be developed with a moderate amount of density to maximize not only the audiences and uses served, but also the property tax value potential.

Given the site's proximity to the downtown, access to the trail system, and residential demand, a mixed-use, multi-story building with first-floor commercial and up to three stories of residential units is recommended. These may be market-rate rental units or owner-occupied condos. This will support the demand for residential units identified in the housing study and provide more residential density to support downtown businesses.

According to market data, first-floor retail could host commercial space for a boutique general merchandise or grocery store, pet store, floral shop, specialty food store, and/or a boutique clothing store that offers jewelry, handbags and leather goods. Medical office would also be an appropriate use, as those users typically pay a higher market rental rate and would provide a good tenant base for the developer.

The structure should embrace the natural features adjacent to the site. For example, the image in the upper right is from 402 Graham Ave in Eau Claire, WI, looking out over the Chippewa River. The second image is also in Eau Claire looking at Haymarket Landing as viewed from Chippewa River State Trail. The image on the lower left is of a bridge connecting a residential neighborhood with a commercial district in Manitou Springs, CO (934 Manitou Ave). Finally, the lower right image is of a mixed-use building overlooking the Milwaukee River in Milwaukee, WI (249 N Water St).





SITE ANALYSIS:

104-116 E. Main St. & 126 N. Jefferson St.