



Finance Committee Agenda Item

Meeting Date: August 25, 2026

Agenda Item: Housing Study Update

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

BACKGROUND

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

Community Development Department staff have internally been exploring the potential for residential development in additional areas of the City of Whitewater, including the privately owned land immediately west of Whitewater High School and the City-owned parcel located at the end of E Main St, near Provisur. At times there have been discussions with private developers regarding these locations, though no plans are currently being considered.

There have been previous discussions about the viability of residential development on either of these sites. It should be noted that any residential development on either site will require a rezoning. Both sites have high bedrock, identified by soil borings, which will bring additional cost to any project brought forward at either location.

Staff wish to have an updated housing study done to evaluate the current market for both rentals and owner-occupied housing in the City, as well as specifically reviewing these two properties. As part of their analysis, Tracy Cross will evaluate what types of housing and product mix would be appropriate at these locations, and also the viability of "slab on grade" home construction (without basements) due to the challenge of high bedrock.

As Tracy Cross & Associates completed the last study, and this is an update to that study, staff did not solicit other quotes.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- N/A

FINANCIAL IMPACT

(If none, state N/A)

Total cost of the Housing Study Update is \$16,500. This will be funded through funds held within TID #13 and #10.

STAFF RECOMMENDATION

Recommend the Finance Committee make a positive recommendation to the Common Council for approval of this Housing Study Update.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Proposal from Tracy Cross & Associates
- Previous 2023 Housing Study