



Community Development Authority

Meeting Date:	September 17, 2026
Agenda Item:	Memo re RFP for CDA-owned Commercial Lot on Bluff Rd
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov , 262.443.4458

BACKGROUND

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

The Community Development Authority reclaimed ownership of parcel /A323600002 earlier this year, after the planned Royal Hounds (Whitewater Alpha Real Estate LLC) business project did not move forward. The lot, approximately 1.01 acres in size, is located between an existing commercial building that includes Solstice Health and an Edward Jones office, and the ongoing Stonehaven residential development along Bluff Rd.

The parcel is currently listed for sale with Anderson Commercial Group. The realtor for the property has shared that, to date, the only interest has been from individuals interested in building residential projects on the property. While this could be a valid use for the property, given its location, staff plan to issue a Request for Proposals (RFP) to solicit any interest from commercial businesses or developers who would be interested in the parcel. The current zoning for the property is B-3 Highway Commercial and Light Industrial, and the Future Land Use under the current Comprehensive Plan is Highway Commercial.

The included RFP draft seeks to attract businesses that would be compatible with the growing residential nature of the area, as well as complement the presence of nearby businesses including Dollar General, Kwik Trip, and the planning Piggly Wiggly/Early Childhood Education Center commercial development nearby.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The parcel transfer back to the CDA was recorded on May 5, 2026. The CDA had previously given approval to reclaim ownership of the parcel under the terms of the original Development Agreement with Whitewater Alpha Real Estate LLC.

FINANCIAL IMPACT

(If none, state N/A)

- There is no cost to issuing this RFP. Development of the property would return it to the property tax rolls and be a positive financial development for the City and other taxing jurisdictions.

STAFF RECOMMENDATION

- No action is needed; this memo is for informational purposes only. After reviewing any submittals, staff will bring back any recommendation to the CDA board at a future meeting.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Lot 1BR Commercial RFP
- Site Map