



Community Development Authority

Meeting Date: September 17, 2026

Agenda Item: Memo re: WEDC Certified Sites Program Application – Howard Road Site Near Business Park

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

BACKGROUND

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

The City has an opportunity to expand its inventory of certified, shovel-ready industrial land through the Wisconsin Economic Development Corporation (WEDC) Certified Sites program. The subject property is approximately 158 acres of farmland located along Howard Road, adjacent to the City's Business Park (Jefferson County Parcel IDs 292-0515-3441-000, 292-0515-3442-000, 292-0515-3443-000, and 292-0515-3444-000). The land is privately owned by 41-44 Howard Rd LLC and is currently marketed for sale.

The need for additional Business Park land is becoming a more near-term consideration. Construction recently began on the Summerset Marine project, and two additional Business Park sites are currently under contract (Summerset Shoreline Restoration and K.A. Graf & Sons). Certifying this site now would help ensure the City has land ready to market to the next prospect.

The Certified Sites program carries an application fee; however, it also helps fund the due diligence work (such as environmental, updated wetland delineation, soil borings, and utility assessments) needed to evaluate the site. Once certified, WEDC will be able to market the property to site selectors and prospective businesses as ready for industrial development.

Staff are requesting CDA authorization to apply to the WEDC Certified Sites program for this site.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The CDA board had previously been briefed on the availability of this property in closed session at the June 2026 board meeting. At the time, the board directed staff to conduct further due diligence work and evaluation of the property. Applying for the WEDC Certified Sites Program would be part of this due diligence work.

FINANCIAL IMPACT

(If none, state N/A)

- There is an application fee associated with the WEDC Certified Sites program of \$10,000. Staff would propose the CDA pay this using funds currently on hand. The program also provides funding to help offset 75% of the cost of site due diligence work.

STAFF RECOMMENDATION

- Staff recommends the CDA authorize City staff to apply for the WEDC Certified Sites program for the approximately 158-acre site located along Howard Road, adjacent to the Business Park (Jefferson County Parcel IDs 292-0515-3441-000, 292-0515-3442-000, 292-0515-3443-000, and 292-0515-3444-000).

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Howard Rd Property Site Map
