



Council Agenda Item

Meeting Date:	June 16, 2026
Agenda Item:	Review of Letter of Intent Submitted on Lot 1RA (Parcel #/A405400001)
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov

BACKGROUND

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

The City has received a Letter of Intent (LOI) from Anderson Ashton, Inc. regarding the approximately 7.21-acre City-owned property located at 1127 E. Bluff Road (Parcel #A405400001). The proposal contemplates a coordinated development consisting of two complementary uses: a new approximately 30,000-square-foot Piggly Wiggly grocery store and a new approximately 12,000-square-foot Whitewater Early Childhood Education and Childcare Center.

According to the developer, the childcare facility could potentially serve approximately 150 children, subject to final design and licensing requirements.

The proposed development is intended to address two community needs identified through previous economic development and housing discussions: expanded grocery access and increased childcare capacity. A recent “leakage report” from Redevelopment Resources identified that approximately \$8.9 million in grocery sales leaves Whitewater annually. The need for increased childcare capacity has been documented and discussed at multiple public meetings.

The developer estimates the project would generate more than \$10 million in private investment while creating new employment opportunities and expanding the City's tax base. The childcare project will also unlock the extremely generous \$10 million funding commitment from Billie and Steve Moksnes.

As part of the LOI, Anderson Ashton has requested:

1. Authorization for City staff to negotiate a Development Agreement.
2. Conveyance of approximately 7.21 acres for development.
3. City participation in eligible public infrastructure improvements in an amount up to \$500,000.
4. Municipal support for the entitlement and approval processes necessary to advance the project.

The LOI is non-binding and serves as a framework for continued due diligence, site planning, financial analysis, infrastructure review, traffic evaluation, and negotiation of final project terms. If the Common Council accepts the LOI, staff's next step would be to negotiate a formal Development Agreement with Anderson Ashton. The developer will also conduct due diligence on the property. The proposed land sale would subsequently be reviewed and considered by the Parks and Recreation Commission (PARC), and any negotiated Development Agreement would be reviewed by the Community Development Authority (CDA) before returning to the Common Council for final consideration and approval.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- N/A

FINANCIAL IMPACT

(If none, state N/A)

- There proposed terms are outlined in the submitted LOI, including land cost and infrastructure participation from the City.
- The City has owned this property for many years which has long been planned for future commercial development. As it is currently tax-exempt, this development will result in a significant increase in assessed value which will benefit TID #11 and ultimately the related taxing entities. There will be additional economic benefit to the City in terms of job creation and economic activity generated by the grocery store and childcare center.

STAFF RECOMMENDATION

- Staff recommend that the Common Council approve acceptance of the Letter of Intent from Anderson Ashton Inc and instruct staff to pursue negotiation of land sale and Development Agreement.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- LOI from Anderson Ashton, Inc.
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