

CITY OF WHITEWATER, WI

JEFFERSON STREET REDEVELOPMENT

REQUEST FOR PROPOSALS (RFP)

ISSUED: April 1, 2026

DUE: April 30, 2026 / 4:00pm



CONTACT:

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Whitewater Community Development Authority
312 W. Whitewater St.
Whitewater WI 53190

Email: mbecker@whitewater-wi.gov

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CITY SNAPSHOT

- **The City of Whitewater**, located in Walworth and Jefferson Counties, was incorporated in 1885 and provides accessible travel to Milwaukee, Madison, and Chicago. The City of Whitewater is the largest City in Walworth County with a population of approximately 14,646 (Wisconsin Department of Administration 2025 estimate).
- **Education & Culture:** The city is heavily influenced by the University of Wisconsin-Whitewater, bringing a diverse, youthful, and educated population. Due to the university's presence, the city offers amenities typically found in larger areas, including a lively downtown and a variety of housing options.
- **Recreation:** Known for its "white water" (white sand) creek, the area boasts 22 parks and 4 lakes, including Whitewater Lake, offering fishing, boating, and proximity to the Ice Age Trail.
- **Economy & History:** Many companies call Whitewater's Business Park home, maintaining the area's tradition of manufacturing and production. The University of Wisconsin-Whitewater continues to be the largest employer in town, serving over 12,000 students between its Whitewater and Janesville campuses.
- **Atmosphere:** Described as having a friendly, "Midwest nice" feel, featuring a mix of suburban and urban settings with high walkability.

THE OPPORTUNITY

The City of Whitewater's Community Development Authority ("CDA") is pleased to announce a development opportunity on the edge of the city's downtown area. The CDA is seeking statements of interest, evidence of capacity, and proposals through this RFP from qualified development teams for a significant **mixed-use development** in this area.

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 an ice cream shop and other businesses.

DOWNTOWN & SITE AREA
CITY OF WHITEWATER



THE OPPORTUNITY

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 E. North Street is a residential neighborhood and city parks. Nearby downtown businesses within easy walking distance include a microbrewery, restaurants, taverns, and retail shopping. 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. This building is scheduled to be demoed in April 2026 to clear the site for redevelopment.

Parcel BIRW 00003A, in the northeast corner of the site previously was the location of a small commercial building which has since been demolished.

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

The subject property is located in an active Tax Increment District (TID) #12, which was created in 2021. The city is open to consideration of Tax Increment Financing (TIF) assistance for an appropriate project that meets the State of Wisconsin’s “but for” test. The Community Development Authority is open to favorable sale of the land to a buyer that will bring the property to a use that meets the terms of this RFP, subject to a Development Agreement reviewed and approved by both the Community Development Authority and the City of Whitewater’s Common Council. The CDA also has a Loan Fund program available for applicants, subject to application review.

The property is also located in a current Qualified Opportunity Zone. The City and CDA do not make any claims about availability of Opportunity Zone Funds or future federal designations or amendments to any Opportunity Zones.

RFP DETAILS

TIMELINE (TENTATIVE)

Activity	Deadline
RFP Release Date	April 1, 2026
Responses to the RFP	April 30, 2026, 4:00 p.m.

A public announcement of Preferred Developer, following a thorough review, interviews, and discussions, will follow. The City may amend this schedule at any time. Written notice of any changes to the schedule will be provided to all respondents to the RFP.

Send responses to:
Whitewater Community Development Authority
Attn: Mason Becker, Executive Director
312 W. Whitewater St., Whitewater, WI 53190

Email: mbecker@whitewater-wi.gov

A successful submittal will demonstrate a proposed project that maximizes future property tax revenue generation for the City, shows ability to secure funding for the project, and presents an aggressive timeline for construction. Proposals should meet the general parameters outlined in the attached 2026 Site Analysis from Redevelopment Resources, which identifies a mixed-use development (first floor commercial, upper floor residential) as the “highest and best” use for this site.

The response format being requested by the City is detailed in the following sections of this RFP. The submission of a concise, professional, and complete response to the RFP will help the City identify the most qualified development teams and will be indicative of the level of the respondent’s commitment to the desired project. Any questions that arise during preparation of a submittal should be addressed to Mason Becker via email at mbecker@whitewater-wi.gov.

Respondents must demonstrate the experience, resources, and expertise needed to design, develop, and operate a successful project. Past design and development experience, especially with similar projects, will be critical in evaluating the RFP responses. Current financial capacity, access to funding sources and the ability to complete the project in a timely manner will also be important factors in determining the most qualified RFP responses.

Responses to this RFP shall not exceed a total of 15 pages, including any appendices, and should use a minimum font size of 11. Respondents must submit one copy electronically to mbecker@whitewater-wi.gov. Hard copy submittals are optional.

Submittals must be received by the City no later than April 30, 2026 at 4:00 PM. Submittals received after this due date and time will not be accepted. Delivery of the RFP response to the specified location by the prescribed time and date is the sole responsibility of the respondent.

EVALUATION AND SELECTION

TRANSMITTAL LETTER

The submission must include a transmittal letter on official letterhead that provides contact information for the person with authority to negotiate on behalf of the development team. The letter must also include an affirmative statement that the respondent agrees to the minimum business terms identified in the RFP.

The respondent must certify that the RFP response and exhibits are true and correct. Unsigned and/or undated submissions will not be accepted.

DEVELOPMENT TEAM

The respondent must identify the developer and other key members of the development team, including the project leader for day-to-day management and the key consultants that will be responsible for implementing said project. Also, provide a succinct narrative de-scribing the role and relevant expertise of each of the firms and key individuals that would be involved in the project's implementation.

PROPOSED CONCEPTUAL DEVELOPMENT SCOPE

Provide a one-page narrative that describes the development concept that is envisioned for the Site. As part of this description, identify any responsibilities proposed to be imposed on the City and/or the CDA. At the respondent's discretion, up to three graphics, such as a conceptual site plan, may also be provided.

EXPERIENCE

Provide descriptions of at least two, but no more than four, projects that the respondent has undertaken within the past five years that are directly analogous to the project being proposed for the Site. Each description should include the following information:

1. The project's name and location.
2. Development Scope:
 - a. If a commercial project, the name of the operator.
 - b. A project description that identifies the square footage and the number of units or spaces, and/or development size and configuration.
 - c. A description of the quality level, market mix and amenities provided at the project.
 - d. Photographs of the project.
3. Financial Characteristics:
 - a. The total development costs.
 - b. Detailed explanation of how the project was funded.
4. A description of the role the respondent and other team members played in the development and operation of the project.

EVALUATION AND SELECTION

5. Public Sector Contact:

- a. Provide contact information for the representative of the jurisdiction in which the project is located, including telephone number and email address.
- b. Indicate if the project was undertaken as a public/private partnership. If so, describe the responsibilities accepted by the public sector partner.

FINANCIAL CAPACITY

Provide evidence of the development team's financial ability to undertake and successfully complete the proposed project including the following:

1. Include an explanation of how the project will be funded, including mix of sources, and if additional investors will be sought in order to fund the project.
2. Provide a statement identifying any targeted threshold rate of return requirement anticipated to be imposed on the proposed project. The threshold can be presented as a stabilized return on total investment or an Internal Rate of Return (IRR) on total investment.
3. List and explain any litigation or disputes any member of the development team is involved in that could result in a financial settlement that has a materially adverse effect on the ability of the development team to complete the proposed project.
4. Provide a statement detailing if any member of the development team has ever filed for bankruptcy or had projects that have been declared in default or foreclosed upon. If the answer is 'yes' to any of these questions, list the dates and describe the circumstances.

The Whitewater CDA recognizes the sensitive nature of the financial capacity information that is requested in this RFP.

RFP SELECTION PROCESS

The selection process will be divided into the following three phases:

1. The City will evaluate the responses to the RFP and will select a short list of one or more development teams to move on to the Developer Review stage of the selection process.
2. The short-listed development teams will be asked to respond to the City in a format that requires the teams to provide more detailed information about the proposed project. This will include: Identifying an operator (if a commercial project), creation of preliminary design drawings, preparation of a pro forma analysis, and a description of any proposed lease terms.
3. At the completion of the evaluation process, the City intends to enter into a negotiation period with the selected development team for the purpose of negotiating the terms of a development agreement.

RFP EVALUATION CRITERIA

The following RFP evaluation criteria will be used to select the short list of development teams that will be invited to move on to the Developer Review stage of the selection process for the Site

1. The respondent's agreement to abide by the minimum business terms identified in this RFP.
2. Development of projects of a similar scope and scale.
3. Financial capacity to undertake a project of the proposed magnitude.
4. Overall quality of the development team.
5. Experience with similar public/private development agreements with public sector entities.
6. Quality and completeness of the RFP response.
7. Quality and feasibility of the proposed project, and overall fit within the neighboring area and the downtown

DECLARATION AND ADDITIONAL INFO.

The Whitewater CDA's Rights Pertinent to this Solicitation:

1. The CDA reserves the right to reject all submittals for any legally permissible reason without indicating the reasons for rejection.
2. The CDA reserves the right to amend this RFP by addendum. The CDA is bound only by what is expressly stated in this RFP and any authorized written addenda to be posted on the City website.
3. The CDA accepts no financial responsibility for any costs incurred by the respondent during any phase of the selection process. All submittals shall become the property of the CDA and may be used in any way deemed appropriate.

WITHDRAWAL OF SOLICITATION

The CDA reserves the right to withdraw this RFP at any time without prior notice and makes no representation that any agreement will be awarded to any respondent. Additionally, the CDA expressly reserves the right to postpone opening responses to this solicitation for its own convenience, and/or to waive any informality or irregularity in the responses received.

CONFIDENTIALITY

All submittals in response to this RFP are considered confidential until the CDA makes a selection, at which time the submittals will become public information and available to the public for review. However, the financial capacity information portion of each submittal will be treated as confidential and will not be available for public review at any time.

EXAMINATION OF SOLICITATION

The respondent understands that the information provided in this RFP is intended solely to assist the respondent in preparing a submittal. To the best of the CDA's knowledge, the information provided is accurate. However, the CDA does not warrant such accuracy, and any errors or omissions subsequently will not invalidate this RFP.

CONFLICT OF INTEREST

Respondents must comply with the requirements imposed by all applicable federal, state and local laws, including those pertaining to conflict of interest. All members of responding development teams must disclose any and all circumstances that could give rise to any potential conflict of interest or appearance thereof with its participation in the project with the CDA or the City of Whitewater, and its agents, representatives and consultants.

ADDENDUMS

There are three addendums attached to this RFP:

1. Site Analysis
2. Site Map
3. B-2 Zoning code

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:

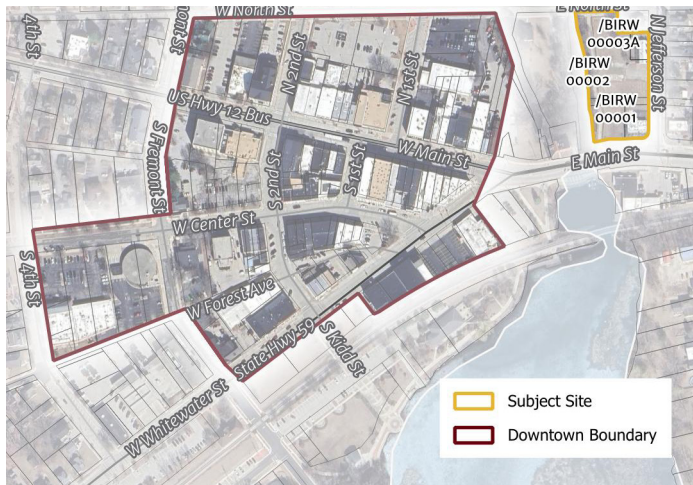
- Location and access
- Lot and building size
- Site constraints, amenities, and historical context
- Existing market conditions and trends

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 ¼ 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:

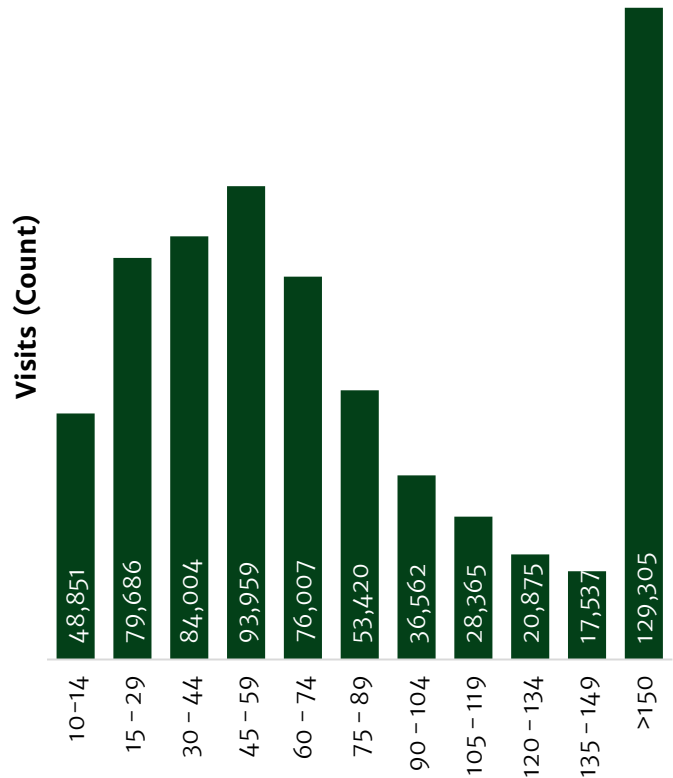
Visits

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

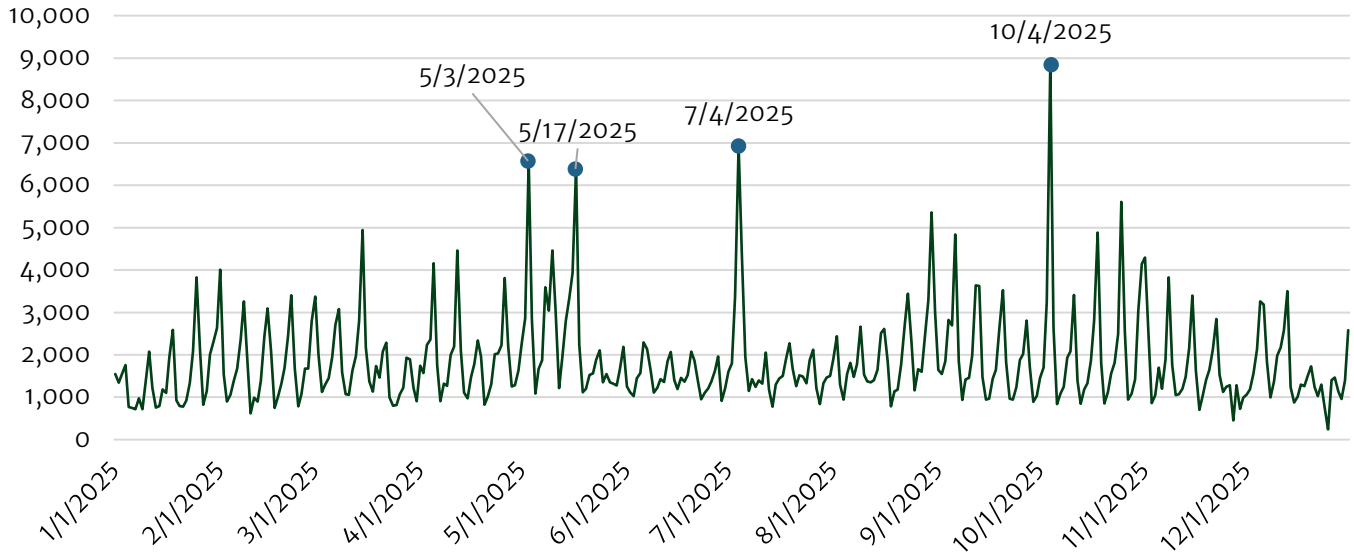


Data Source: Placer.ai. Data Notes: Area of analysis is a 750-foot radius from 150 W. Main St., Whitewater, WI, 53190, from Jan. 1, 2025 – Dec. 31, 20205.

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)



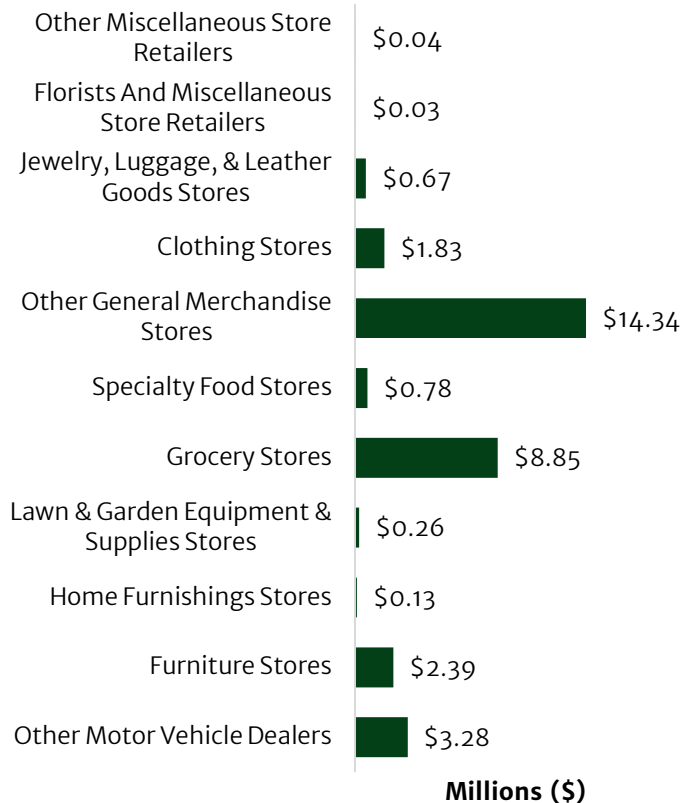
Data Source: Placer.ai. Data Notes: Area of analysis is a 750 foot radius from 150 W. Main St., Whitewater, WI, 53190 from Jan. 1, 2025 - Dec. 31, 2025.

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

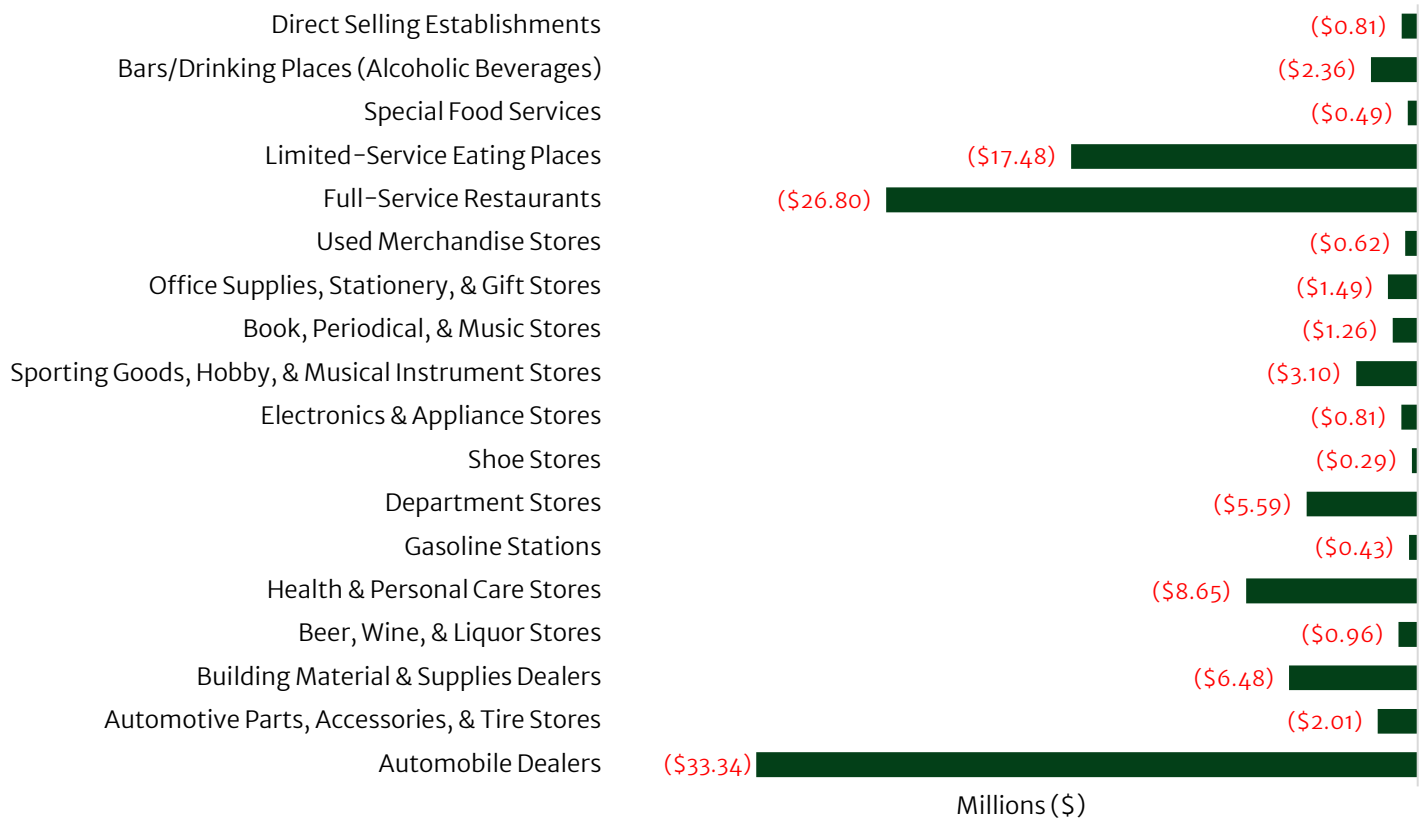


Data Source: Placer.ai. STI: Market Outlook from 01/01/2025 to 12/31/2025 benchmarked to nation.

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.

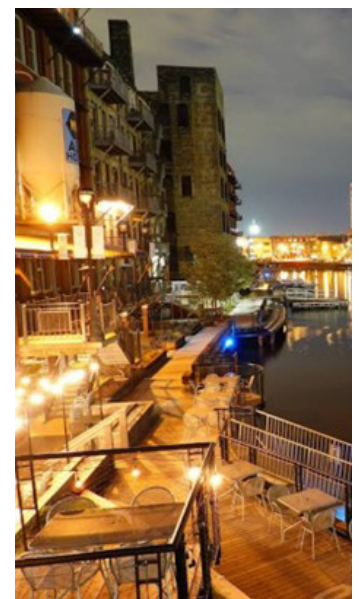
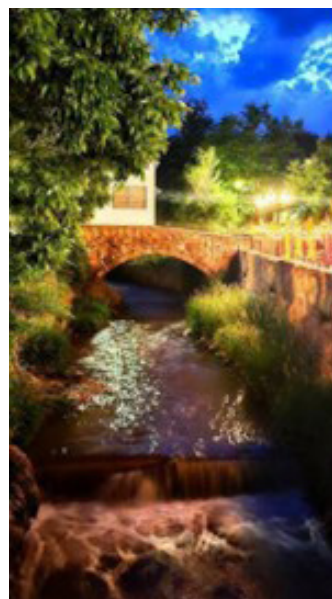
Also, with demand for grocery and general merchandise, businesses serving convenience retail uses would be appropriate (versus destination retail uses). The available data does not provide information on personal services such as outpatient medical, dental, personal hygiene (nail, hair, waxing salons, 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.

Jefferson St Property - Whitewater CDA



3/24/2026, 1:40:02 PM

- City Addresses
- Imagery 2024 (Walworth Server)
- Red: Band_1
- Green: Band_2
- Blue: Band_3

1:573

0 0 0.01 0.02 mi

0 0.01 0.01 0.03 km

SE Wisc Reg Planning Comm, Microsoft, Vantor, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Chapter 19.30 - B-2 CENTRAL BUSINESS DISTRICT

19.30.010 - Purpose.

The B-2 district is established in the city's historic downtown area 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.

(Ord. No. 1914A, 2-18-2016)

19.30.020 - Permitted uses.

Permitted uses in the B-2 district include:

- A. Art and school supply stores;
- B. Arts and crafts galleries;
- C. Automotive parts sales stores, automobile sales lot and show rooms and lots;
- D. Antique or collectible shops;
- E. Bakeries or candy stores, with products for sale on premises only;
- F. Catalog and e-commerce sales outlets;
- G. Hotels and motels;
- H. Appliance repair stores, including computer sales and service;
- I. Barbershops, day spas, and beauty parlors;
- J. Banks and other financial institutions;
- K. Bookstores, stationery stores, retail office supply stores, and newsstands;
- L. Caterers;
- M. Clothing and shoe sales and repair shops;
- N. Clinics, medical and dental;
- O. Coffee shops;
- P. Cultural arts centers and museums;
- Q. Department stores;
- R. Drug stores;
- S. Florist or garden shops;
- T. Gift shops;
- U. Grocery stores;

- V. Hardware stores;
- W. Insurance, real estate, or similar agencies;
- X. Interior decorating shops;
- Y. Jewelry stores;
- Z. Paint stores;
- AA. Offices;
- BB. Post offices;
- CC. Public parking lots;
- DD. Restaurants, ice cream shops, and cafes;
- EE. Sporting goods shops;
- FF. Tourist information and hospitality centers;
- GG. Toy stores;
- HH. Travel agencies;
 - II. Variety stores;
 - JJ. Dance studios;
- KK. Movie theaters;
- LL. Charitable or nonprofit institutions and facilities;
- MM. Tourist homes and bed and breakfasts;
- NN. Residential uses above the first floor, limited to nonrelated household sizes applicable in the R-1 and R-2 districts (see Section [19.09.520](#));
- OO. Existing residences must meet the following standards:
 - 1. A limit of three unrelated persons.
- PP. Any other similar uses not specifically listed above.

(Ord. No. 1914A, 2-18-2016)

19.30.025 - Permitted accessory uses.

Permitted accessory uses in the B-2 district include:

- A. Garages for storage of vehicles, equipment or materials in conjunction with operation of the principal use on the lot;
- B. Off-street parking and loading areas, subject to landscaping and screening requirements where applicable;
- C. Outside storage or trash dumpsters where enclosed by a decorative opaque fence, wall and/or landscaping designed to provide a total visual screen;

- D. Outside display and temporary storage of motor vehicles where the principal use on the lot includes the sale, repair, or servicing of such motor vehicles. No vehicle in an inoperable condition shall be stored outdoors for greater than thirty days;
- E. Outdoor seating for restaurants, coffee shops, cafes, taverns, or similar uses, within areas designated by site plan review or other city approval processes;
- F. Essential services.

(Ord. No. 1914A, 2-18-2016)

19.30.030 - Conditional uses.

Conditional uses in the B-2 district include:

- A. Drive-in or drive-through type establishments;
- B. Entertainment establishments, not including adult entertainment establishments;
- C. Taverns and other places selling alcoholic beverages by the drink; including expansion of existing uses for which consideration shall be given but is not limited to, conditions regarding the following issues:
 - 1. Parking;
 - 2. Type of business;
 - 3. Signage;
 - 4. Outdoor seating;
 - 5. Provisions for avoiding noise and lighting nuisances;
 - 6. Buffering and fencing;
 - 7. Compatibility with the immediately surrounding neighborhood or district.
- D. Liquor or tobacco stores;
- E. Public and semipublic uses, except for parking;
- F. Automotive servicing and repairs;
- G. First floor residential uses are allowed as a conditional use; except as provided below:
 - 1. First floor residential uses are prohibited in any building located in the area within the boundary of Whitewater Creek on the east (prohibited on west side of creek only), North Street on the north (prohibited on south side of street only), Fremont Street on the west (prohibited on east side of street only), Whitewater Street on the south (prohibited on north side of street only), and the portion of West Main Street from the intersection of Whitewater Street east to the Whitewater Creek (prohibited on north side of street only).



H. Light industrial/retail uses such as:

1. Electronics;
2. Pottery;
3. Craft/woodwork;
4. Printing;
5. Contractor shops (heating, electrical, plumbing, general contractor office);
6. Lumberyards;
7. Other similar uses.

I. Conditional uses in the B-2 district are subject to the following restrictions:

1. No outside storage, unless screened as to [Section 19.57.140](#);
2. No environmental emission;
3. All truck delivery during weekdays;
4. All dumpster locations outdoors must be screened by a fence and landscaping;
5. All of the requirements of [Chapter 19.51](#), traffic, parking and access, and [Chapter 19.57](#), general performance standards, to be met.

J. Laundromats or dry cleaning;

K. Hospitals;

L. Wholesale trade of durable and nondurable goods.

(Ord. No. 1914A, 2-18-2016; Ord. No. 2024A, § 1, 9-21-2021)

19.30.040 - Architectural design standards.

Within the B-2 district, there shall be no minimum required ordinance design and dimensional standards or setbacks. This is being done to allow the most flexibility in the reuse and redevelopment of the downtown. Because of the lack of predefined architectural design standards, all proposed construction and remodeling activities requiring a zoning permit shall require the design review and approval of the city plan and architectural review commission in compliance with Chapter 19.63, plan review.

Also within the B-2 district, all uses are exempted from the parking requirements of Section 19.51.130, except if off-street parking is specifically required for a particular conditional use under Section 19.30.030.

(Ord. No. 1914A, 2-18-2016)

19.30.050 - Park fees.

All residential development shall be subject to a park acquisition fee per dwelling unit and a park improvement fee per dwelling unit, payable before a building permit is issued. The fee will be recommended by the parks and recreation board and then approved by the common council. The fee will be on record at the city clerk's office. The amount of these fees may be reduced by any fee amount previously paid or credited at the time of subdivision, or by fifty percent if the new housing units are created as a result of the conversion or remodeling of a preexisting building. The park acquisition fee may also be reduced if sufficient land area was provided for park purposes at the time of subdivision, based on the calculations in Section 18.04.030(a)(1) of the Whitewater Municipal Code. The fee amounts shall be set by the city council.

(Ord. No. 1914A, 2-18-2016)