

LETTER OF INTENT  
6-10-2026

City of Whitewater  
Mr. Mason Becker, Community Development Director  
City of Whitewater  
Whitewater, WI 53190

Re: Letter of Intent – 7.21 Acres at 1127 E BLUFF Road, Parcel #A405400001

Mr. Becker,

Anderson Ashton is submitting this Letter of Intent to the City of Whitewater for the approximately 7.21 - acre City-owned site near Bluff Road and Elkhorn Road.

The intent is to work with the City on a development agreement and site control structure that would allow the property to be developed with two complementary buildings: a new Piggly Wiggly grocery store of approximately 30,000 square feet and a new Whitewater Early Childhood Education and Childcare Center of approximately 12,000 square feet.

This project works if viewed as one coordinated development and not two separate ideas sharing the same site. The grocery component brings needed food access, daily activity, and a neighborhood-serving retail use. The early childhood education and childcare component address the need for quality childcare for working families and supports the surrounding residential growth already in place and under development.

At this stage, the childcare building is shown as a conceptual 12,000 square foot footprint. Based on current planning assumptions, that size could preliminarily support approximately 150 children and the appropriate staffing needed to operate the program, although that number could vary somewhat depending on age mix, classroom layout, and licensing requirements.

We believe this site is well positioned for that kind of development. It sits near existing residential neighborhoods, planned residential growth, and additional housing already in progress. That makes it a strong location for a project that combines neighborhood-serving retail with childcare and early education.

As part of this effort, Anderson Ashton requests that the City consider the following:

1. Authorization for City staff to negotiate a development agreement.
2. Conveyance of approximately 7.21 acres for development.
3. Participation in public infrastructure improvements in the amount of \$500,000, with eligible uses to include grading, utilities, stormwater, roadway improvements, access improvements, and site preparation.
4. Support for the entitlement and approval process needed to move the project forward.

Based on the current concept, this project is expected to leverage more than \$10 million in private investment and create meaningful public benefit through expanded grocery service, increased childcare capacity, job creation, workforce support, and long-term tax base growth. The current concept also contemplates new jobs associated with both the grocery and childcare components.

This Letter of Intent is meant to establish a framework for continued discussion. Any final agreement would remain subject to due diligence, entitlement review, utility and civil feasibility, traffic and access planning, financial review, and final approval by all parties.

We are prepared to move into that next level of work immediately. The near-term goal is to confirm the City's interest, align on the overall development vision, and determine the best structure to move the site forward.

We appreciate your consideration and look forward to discussing the opportunity further.

Sincerely,

Matthew J. Mehring  
President  
Anderson Ashton, Inc.  
2746 South 166th Street  
New Berlin, WI 53151  
(262) 613-4009  
mmehring@andersonashton.com

## Whitewater ECEC / Piggly Wiggly Preconstruction Timeline

The following timeline is intended to show the anticipated preconstruction and development path for the proposed Whitewater Early Childhood Education Center and Piggly Wiggly project. This schedule is preliminary and will continue to be refined as the City, Anderson Ashton, ECEC leadership, and Piggly Wiggly align on site control, development structure, entitlements, and project scope.

### Phase 1 – LOI + Initial Alignment

June – July 2026

Submit Letter of Intent, receive initial City response, coordinate with Piggly Wiggly and ECEC leadership, refine the concept based on stakeholder feedback.

### Phase 2 – Due Diligence + Site Feasibility

August – October 2026

Advance survey, geotechnical review, civil planning, utility review, traffic and access evaluation, and concept plan revisions to confirm overall site feasibility.

### Phase 3 – Program + Deal Structure

August – November 2026

Confirm the ECEC and Piggly Wiggly program needs, maintain alignment around the shared two-building vision, evaluate financial assumptions, and determine the preferred site control and leaseback or alternate transaction structure.

### Phase 4 – City + Leadership Approvals

November 2026 – January 2027

Confirm final development intent, complete City and leadership review milestones, and advance zoning, entitlement, and municipal approval processes.

### Phase 5 – Design + Final Pricing

November 2026 – March 2027

Prepare construction documents, complete state and local review, finalize pricing, and execute the project contract structure.

### Phase 6 – Pre-Start + Readiness

March – April 2027

Issue subcontracts, complete project coordination, approve early shop drawings, and confirm readiness to begin construction.

### Target Start of Construction

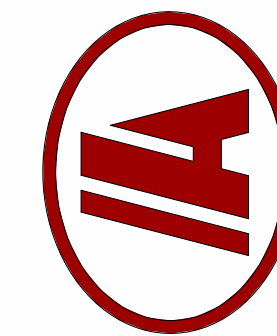
April 30, 2027



2 SITE PLAN OPTION 1  
SCALE: 1" = 50'-0"



3 SITE PLAN OPTION 2  
SCALE: 1" = 50'-0"



PRELIMINARY NOT FOR CONSTRUCTION

WHITEWATER PIGGLY WIGGLY

1127 BLUFF RD., WHITEWATER, WI 53190

DRAFTED BY: OP  
DESIGNER:  
ISSUE: 6/4/2026 8:15:28 AM  
SUBMITTAL DATE: XXXXXXXX  
DESIGN NO.  
CONSTRUCTION NO.  
ARCHITECTURAL SITE  
PLAN

A010





US 12

Revolutionary Machine and Design

Home Tops

Whitewater Manufacturing

Aurora Deck Lighting Lighting store

Russell Law Offices, S.C

RE/MAX Connect Fairview INN & Suites 4.3 (7) 2-star hotel

The Vinery Stained Glass Studio Stained glass studio

Dollar General Dollar store

Coinsource Bitcoin ATM

Kwik Trip

12,000 SF

20,000 SF

(24 PARKING SPACES)

Sunrise Ln

S Moraine