



Community Development Authority

Meeting Date:	March 19, 2026
Agenda Item:	Memo re: Update on Hale Farm Proposed Development Project
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov , 262.443.4458

BACKGROUND

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

As CDA board members may recall, the city had been in discussions with Bielinski, a Wisconsin based housing developer, about a residential development concept called Hale Farm. This development was proposed to be located on parcel /WUP 00332 on the city's far west side, near the Highway 12 bypass. The developer had the property under contract with the property owner. The proposed development would have created 99 small-lot single-family parcels.

Bielinski presented their site plan for an initial concept review at the Plan & Architectural Review Commission meeting in September 2025. Staff worked over the next several months with Bielinski on next steps in the process, including what possible TIF assistance might look like to enable the project to move forward.

Unfortunately, Bielinski informed the city in late January 2026 that they were stepping away from consideration of this development project. They cited other development priorities, and shared they are not focusing on small-lot type projects like their proposed Hale Farm plan right now.

The Community Development Director has had conversations with the property owners, who confirmed they are still open to selling the property for development.

Given the site will have some significant infrastructure costs to enable development, it is likely that any housing developer will need some level of TIF assistance. While amending existing Tax Increment District (TID) #14 could be an option (and one the property owners inquired about), city staff are also monitoring proposed legislation at the state level, which would allow creation of Residential TIDs (Assembly Bill 451/State Senate Bill 480). City staff have communicated with the property owners that should this legislation pass, their property may be a good candidate for such a new TID.

The following is an excerpt from a Wisconsin Economic Development Association (WEDA) Legislative Update that was released about this proposed legislation on February 16, 2026:

- **[AB 451](#) / [SB 480](#)** (Residential TID Bill) – *This legislation that will create a 100% Residential Tax Increment District (TID) in Wisconsin. Under the bill, municipalities would be able to use the new "Housing" TID to finance residential infrastructure for owner-occupied housing (single-family and duplex) development. This bill exempts Housing TIDs from the current law 12% TIF equalized value limit. Instead, the total value of all Housing TIDs in a municipality would be capped at 3% of the municipality's equalized property value, allowing communities to address housing needs without crowding out traditional economic development TIDs.*
 - **Status:** *This legislation passed the Assembly on a 88-7 vote and the Senate on a 30-3 vote. The bill was amended by the Senate and sent back to the Assembly for concurrence.*

City staff continue to prioritize possible new opportunities to add owner-occupied single-family housing stock within the City of Whitewater. We will continue working to attract other developers to Whitewater and are also having continued discussions regarding other potential development sites within the community.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- September 8, 2025 PARC meeting, an initial concept review for the project was held. No formal action was taken.
- September 18, 2025 CDA board meeting, an update memo was shared on the status of the development project.

FINANCIAL IMPACT

(If none, state N/A)

- N/A

STAFF RECOMMENDATION

- Staff will continue to explore options for additional single-family housing development within the city. Progress on the state legislature’s proposed Residential TID bill is also being monitored. No formal action is needed at this time.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Previous site concept plan from Bielinski
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