



Community Development Authority

Meeting Date: September 18, 2025

Agenda Item: 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)

Bielinski, a Wisconsin based housing developer, is currently considering the development of Hale Farm, which would create 99 new smaller-lot single family homes within the City of Whitewater.

The developer is likely going to bring forward a request to rezone the property from R-2 (One and Two Family Residence) to R-1s (Small Lot Single Family) in order to create smaller parcels that will allow for sale of homes at a more attainable price point than standard single-family lots would allow for.

The developer was present for an initial concept review of the proposed project at the September 8, 2025 Plan and Architectural Review Commission meeting. John Donovan, representative from Bielinski, was present, and provided an overview of the project.

During public comment, several residents from the Town of Whitewater spoke, and raised their concerns about the development, particularly the density and potential for increased traffic. No city residents spoke during the meeting. A recorded easement exists to allow for a new road which, if constructed, would come north from the proposed development.

Staff will continue working with the developer to bring this project forward.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The 9-8-25 Plan and Architectural Review Commission meeting had an initial Concept Review of this proposed development. No formal action was taken by the commission.

FINANCIAL IMPACT

(If none, state N/A)

If approved, this development will provide 99 single family homes, which will help address the City of Whitewater's pronounced need for more owner-occupied single-family housing. Any city assistance, through TIF or otherwise, will be negotiated as part of a development agreement.

STAFF RECOMMENDATION

This item is for information only. Any development agreement negotiated with the developer will come to the CDA at a later date.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Items included in the 9-8-2025 PARC packet are included for awareness, as well as the original plat for the Breidsan Hills subdivision as a reference.