
Office of the Mayor
Doug Diny



TEL: (715) 261-6800
FAX: (715) 261-6808

May 14, 2024

Dear Interested Parties,

The City of Wausau is excited to announce the release of a Request for Interest (RFI) for the development of its Riverlife area. We invite developers who are eager to contribute to the enhancement of our community to participate in this opportunity.

The Riverlife area represents a prime location for transformative development within our city. With currently vacant land awaiting its potential, the City seeks innovative proposals from developers interested in collaborating on this venture. While detailed site plans are not required at this stage, we encourage participants to share their vision for the property and their proposed development concepts.

The City's vision for the area emphasizes dense residential development. However, we welcome proposals that incorporate a mix of residential and commercial components. We seek proposals that align with our community's growth objectives while enhancing the overall quality of life for our residents.

Successful proposals should:

- Be creative in its use and add value to the neighborhood and surrounding businesses.
- Propose a use that complements the existing uses and maximizes property tax value of the land to City.

Event	Date
1. Request for Interest Released	May 14, 2024
2. Proposals Due	July 30, 2024
3. Initial Review of Proposals (Economic Development Committee)	August 6, 2024

Questions and/or additional information on this RFI and tours of the property are available upon request.
Please contact:

Randy Fifrick, Economic Development Manager, 715-261-6684, randy.fifrick@ci.wausau.wi.us

Sincerely,

Doug Diny
Mayor

History & Background

The City of Wausau, Wisconsin seeks development partners for two currently separate parcels of prime City-owned land along the Wisconsin River in the City's Riverlife area. Over the past two decades the City has assembled and remediated various properties within this key area north of the downtown commercial core for redevelopment.

The Riverlife area continues to build on a successful reclamation and redevelopment of Wausau's urban waterfront, with the City investing millions of dollars in new infrastructure and extensive public amenities including the River's Edge Trail system, nearly 200 parking spaces, new landscaping, a concession stand and the signature Riverlife Park playground along the riverfront. Riverlife Phase 1 (The Apartments at Riverlife) was completed and opened to residents during fall 2020 and have remained near full occupancy. The remaining developable lots in the south zone of Riverlife are intended to boast a high-density, mixed use with potential restaurant, retail, entertainment, or other commercial uses on the first level complementing residential opportunities on upper levels.

As with other successful brownfield redevelopments along Wausau's evolving urban waterfront, the city welcomes collaborative dialogue with developers and builders to answer questions and provide guidance for successful redevelopment. The City seeks creative proposals which could involve the construction of new building(s). Successful proposals should:

- Be creative in its use and add value to the neighborhood and surrounding businesses.
- Propose a use that complements the existing area uses and maximizes property tax value of the land to City.
- Meets the City's Urban Design Guidelines, highlights the natural amenities, and fulfills the unique nature of the site.

The [East Riverfront Declarations](#) were created to apportion assessments for ongoing maintenance and improvement costs among owners in the Riverlife area. These declarations apply to the property.

Market Demand

A [Wausau Metropolitan Area Housing Study](#) completed by North Central Wisconsin Regional Planning Commission (NCWRPC) in 2022 shows a significant demand for more housing units in Wausau. The study projects the need for 525 additional units by 2025 and an additional 1,191 units needed by 2040.

Census data indicates that there is a shortage of housing for low and high-income earners in the region, straining the supply of middle-income housing. These price ranges would be under \$500 to rent or under \$125,000 to purchase, and over \$1,250 per month and over \$400,000 to purchase. This includes both owner and renter occupied housing units.

Format and Required Information

The submitted proposals should include each of the following sections:

1. Interested developer name, address, telephone, and email.
2. Summary of your interest in the property.
3. A concept plan for the property. The plan does not need to be engineered but should provide a potential layout and uses.
4. Proposed use of the area with photos or illustration of examples.
5. Proposed purchase price offered.
6. Estimated construction value and approximate construction timeline.
7. Other successful urban redevelopment project examples with location information, timelines, and construction costs for projects completed by the developer.
8. Any request for city participation. (If city participation or funding is requested, the proposer will need to complete an Application for City Assistance, which can be found online at: <https://cloud.bmisw.com/cityofwausau/Tif> after a site development plan has been agreed to.)

The City's development and incentive strategy particularly encourages the diversification of housing typology and rents, deployment of alternative energy technology, achievement of high energy efficiency standards, and/or the use of Property Assessed Clean Energy (PACE) tools; the priority hiring of local contractors and subcontractors; and workforce agreements with the local Building Trades Council.

City Participation

The property is located in [Tax Increment District #3](#) & [Tax Increment District #12](#). As part of the proposal the Developer must identify if they are requesting City participation in the project. If city participation or funding is requested, the proposer will need to complete an Application for City Assistance once a project plan has been developed.

Zoning

The property is currently zoned as a Planned Unit Development. City plans for the site envision a high-density residential or mixed-use development with the commercial portion at the ground-level. Please see [the Wausau East Riverfront Redevelopment District](#) plan for more details. The City wants to see this new development complement and enhance the public use of this area. In line with the Downtown Periphery Zoning District which abuts the site, the City is looking for a maximum of five (5) stories in height on this site.

Environmental

Currently, the proposed development area is part of a larger Wisconsin DNR (WDNR) BRRTS Site# 02-37-000608 – Former Hammerblow Property, 920-1000 N. 1st. Street. This BRRTS Site also includes the Riverlife Apartments Complex, the City owned properties in this RFI, the Fulton Street Extension and the City Owned Parking Lot as well. The site is currently considered closed, however because of work completed since the closure, there are currently a few outstanding items required by WDNR before the Site is considered to be in a "No Further Action Required" state.

The City has the responsibility of submitting a Post Closure Modification Report encompassing the work done for Riverlife Apartments, Fulton Street Extension and the City Owned Parking Lot on that site and also abandoning and submitting documentation for removal of 5 monitoring wells still remaining on site. This report will be submitted to WDNR by Stantec by the end of April 2024 with the WDNR having 60 days to review/approve with the wells being abandoned and removed after that approval, assuming WDNR will not require any additional sampling/testing at the Site.

The City and WDNR are currently working with Riverlife Apartments on a follow-up information request from WDNR for the vapor mitigation system installed by them during construction of their project. Any developer for the proposed new development area in this RFI will be responsible for any and all new/additional WDNR reports, approvals and/or documentation required going forward after property acquisition for the property they own, for any and all work proposed, and conducted as the result of this RFI and their new development.

Design Standards

City Urban Design Standard must be integrated into the proposed project. If the project involves utilizing the existing building, improvements to the exterior façade should be included with the project. More details can be found on the RFP announcement page on the City's website.

Design standards must consider emergency services access and provide adequate room to safely maneuver vehicles such as fire trucks.

Please review the attached site map for existing utility and easement locations. All parking for the new development needs to be contained on-site.

Proposal Preparation

Any costs incurred in the development of the Response to this Request for Interest are borne by the Developer. The City of Wausau is not responsible for any costs incurred by the Developer in formulating a response, or any other costs incurred such as mailing expenses. Information and attachments provided as part of the RFI are provided to help the developer in understanding the site. All information should be verified by the developer.

Evaluation Criteria

The Economic Development Committee and internal staff evaluation shall consider proposals based on the quality of response, proposed use, appropriateness for the neighborhood, and projected investment. To be selected, a proposer must be able to comply with general city land purchase requirements and any other applicable laws and requirements.

Weighting of criteria is used by the City as a tool in selecting the best proposal. The City may change criteria and criteria weights at any time. Evaluation scores or ranks do not create any right in or expectation of a contract award. Proposals will be evaluated on the responsiveness of the Developer. Background checks and references will also be considered.

The following elements will be the primary considerations in evaluating all submitted responses and in the selection of a Developer (out of a total of 100):

- *Proposal is creative in its use and adds value to the neighborhood and surrounding businesses. (25 Points)*
- *Proposal maximizes the use of the site and provides significant taxable value to the City. (25 Points)*
- *Developer possesses diverse resources, a successful track record, and strong financial backing for the project. (20 points)*
- *Proposal complements existing Riverlife developments and the overall vision for the Riverlife District. (10 Points)*
- *Proposal offers a reasonable purchase price to the City and limits the public assistance ask. (10 Points)*
- *Utilization of high-quality, local design personnel, consultants and contractors to complete the project. (5 Points)*
- *Proposal incorporates green building, alternative energy technology and achieves high energy efficiency. (5 Points)*

The response that is deemed to be the most advantageous for the City and region will be given the highest consideration. The City reserves the right to:

- Reject any or all offers and discontinue this RFI process without obligation or liability.
- Accept or sell land based on initial offers received, without discussions or requests for best and final offers.
- Negotiate the nature and scope of the project before final Committee and Council approval.
- Select a single development.
- Work with developers to cooperatively develop the area.
- Accept no proposal or bid properties again in the future.

Event	Date
1. Request for Interest Released	May 14, 2024
2. Proposals Due	July 30, 2024
3. <i>Initial Review of Proposals (Economic Development Committee)</i>	<i>August 6, 2024</i>
4. <i>City Council Review and Approval</i>	<i>August, 2024</i>

The timeline for Committee and Council Meetings is tentative.

Send proposals by 2:00 p.m. on Tuesday, July 30, 2024, to the attention of:

Randy Fifrick, Economic Development Manager

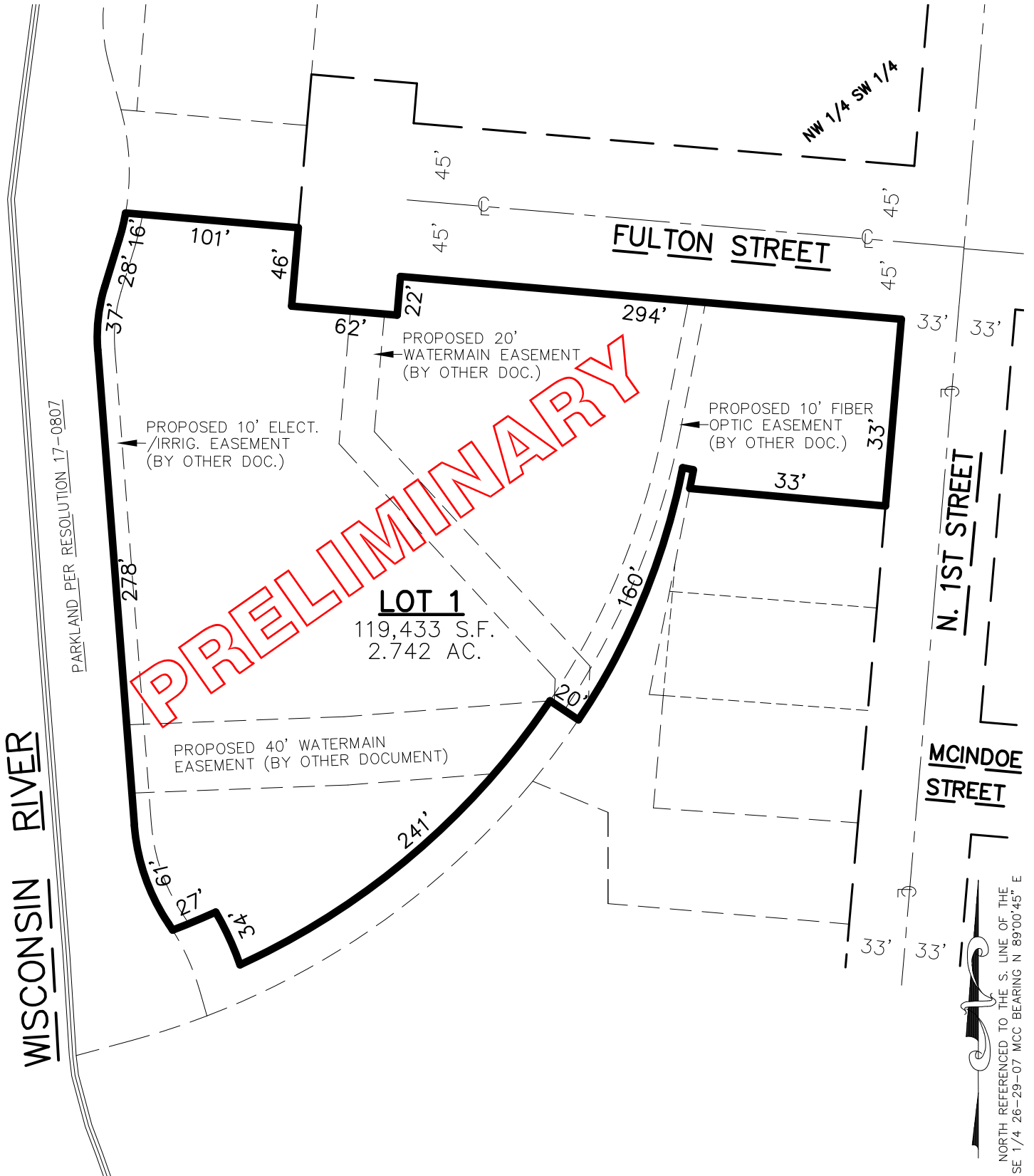
randy.fifrick@ci.wausau.wi.us

407 Grant Street

Wausau, WI 54403-4783

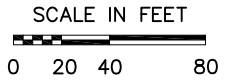
Office: 715-261-6684

RIVERLIFE SOUTH RFI

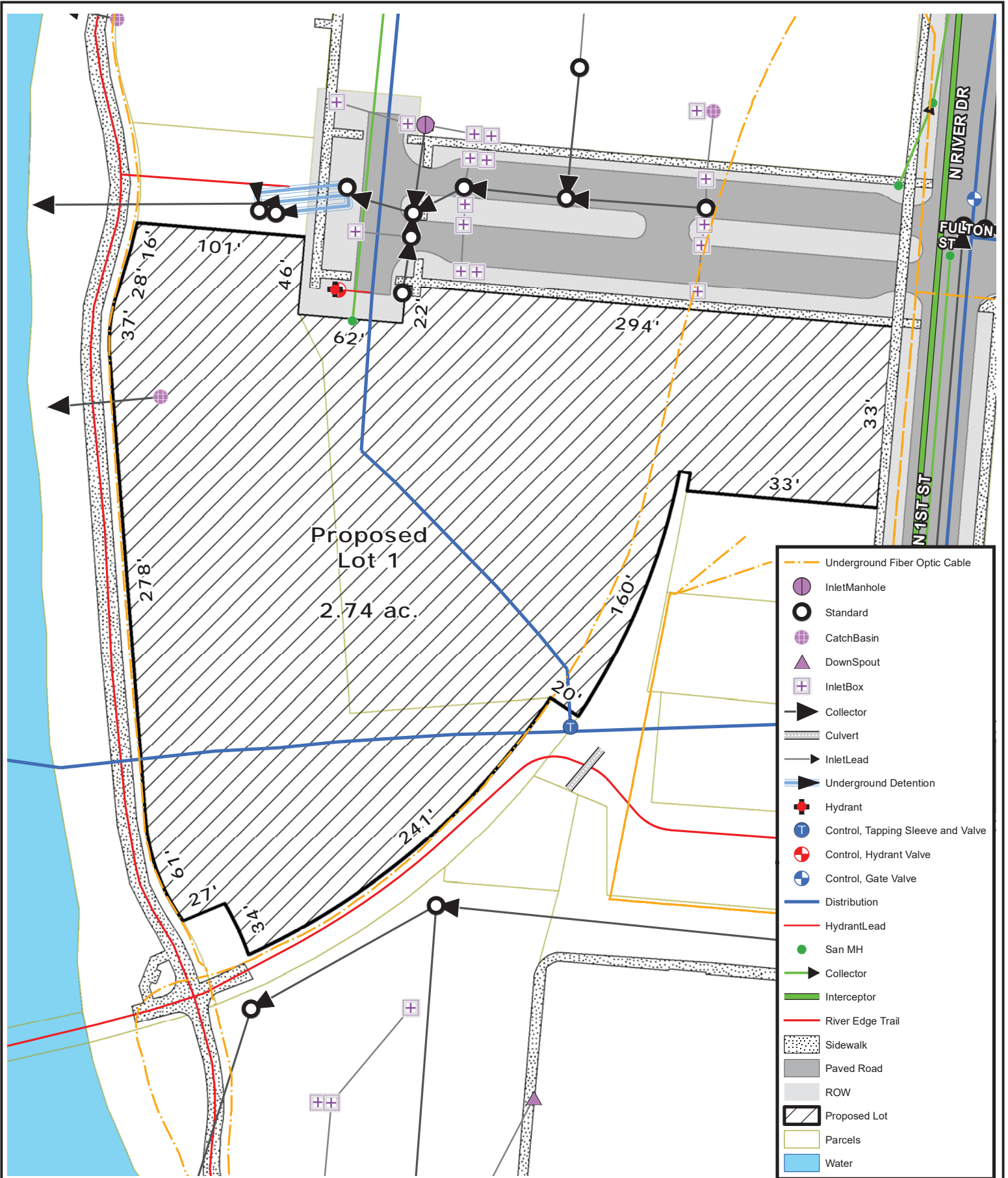


PRELIMINARY

LOT 1
119,433 S.F.
2.742 AC.



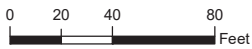
O:\Engineering\DWG\PROJ\1121\DWG\1121-CSM-Riverlife-South-2024.dwg, 4/17/2024 2:41:56 PM, Adobe PDF, 1:1



15 Fulton St / 920 N 1st St

City of Wausau

NOTES:
 1. DUPLICATION OF THIS MAP IS PROHIBITED WITHOUT THE WRITTEN CONSENT OF THE CITY OF WAUSAU ENGINEERING DEPT.
 2. THIS MAP WAS COMPILED AND DEVELOPED BY THE CITY OF WAUSAU AND MARATHON COUNTY GIS. THE CITY AND COUNTY ASSUME NO RESPONSIBILITY FOR THE ACCURACY OF THE INFORMATION CONTAINED HEREIN.
 3. MAP FEATURES DEVELOPED FROM APRIL 2010 AERIAL PHOTOGRAPHY.



Map Date: April 30, 2024

