

# VILLAGE OF ELLSWORTH



## REQUEST FOR PROPOSALS

"Old Junior High Site"  
Redevelopment for Housing

Publishing of RFP: May 13, 2024  
RFP Due Date: July 1, 2024

## **Introduction & Background Information**

The Village of Ellsworth, Wisconsin, is soliciting proposals from well-qualified firms interested in the construction of a housing development on a 2.35-acre parcel of Village-owned land. Firms with relevant qualifications are encouraged to submit.

The subject property formerly housed the Old Junior High. The Village purchased the site in 2022 with the intent to remove the structure and to revitalize the site with much needed housing. The building was demolished earlier this year, leaving a clean site. The Village is looking for creative design ideas for the development concept including site layout and product. The proposed housing development can be multi-family, condos, single-family, zero-lot-line, among others, or a mix of types.

The Village's goal is for a well-designed development that fits within the neighborhood and helps to resolve the increasing need for housing in the community.

## **Community Information**

Located in Pierce County, Ellsworth boasts a population of approximately 3,300 and enjoys convenient access to the Twin Cities market. Situated along four major state highways—10, 63, 72, and 65—the town is bustling with economic activity and diverse businesses.

With 193 businesses employing 2,204 individuals, Ellsworth's economic landscape thrives, with notable sectors including public administration, educational services, healthcare, and retail. The town's two business parks further foster business growth and development.

Notably, Ellsworth proudly holds the title of the 'Cheese Curd Capital of Wisconsin,' home to the renowned Ellsworth Cooperative Creamery—an esteemed employer and community attraction drawing nearly 250,000 visitors annually.

Each year, Ellsworth hosts the Cheese Curd Festival, recognized as the #3 'Best Specialty Food Festival in the Country' by USA Today in 2024.

As the County Seat of Pierce County, Ellsworth boasts the Pierce County Fairgrounds, where numerous events, including the Pierce County Fair and Showdown in Curdtown Tractor Pull, take place.

Recent community surveys indicate a strong desire for increased housing availability and diversity, with 65% of respondents emphasizing the importance of expanding housing options to accommodate various income levels and housing types, such as single-family, multi-family, and senior housing.

## Site Details

The subject property is 2.35-acre Village-owned parcel located along S. Chestnut, W. Woodworth, and S. Grant Streets. The site is flat, but the excavation from the demolished building has been left. The site is currently zoned R-1 single family residential, but the [Comprehensive Plan](#) identified this site for R-3 multi-family housing.



## Surrounding Site Characteristics

The site is one block from the public-school facilities which includes the elementary, middle, and high schools and the accompanying amenities. The catholic elementary school is adjacent to the site. Main St. and the commercial district is two blocks from the site.

The property is surrounded by single-family residences of varying ages and designs. The proposed development design and scale should fit the surrounding area.





**Utilities**

- The former school building and adjacent parking lot have been razed. The property is currently seeded. A stockpile of crushed "clean" materials is on the site to be used in upcoming utility projects.
- Access to the site can be from Grant, Woodworth, and/or Chestnut Streets.

**Negotiations**

The demolition of the previous site development was financed with Tax Increment. The Village must ensure that any proposed development will generate the necessary tax increment to pay for the financed demolition.

Land cost shall be determined on the overall value and score of the proposed development. It is advised as part of the response to the RFP that you include a potential acquisition price. The Village reserves the right to negotiate the purchase price after submittal of proposals with the prospective developer(s).

The Village anticipates entering into a developer's agreement with the selected firm.

**Successful Proposal Requirements**

Successful proposals will include the following in this order:

1. Summary
  - a. Summary of the proposed development.
2. Development Team

- a. Background of development company / business.
  - b. Expertise and related experience of the development team.
3. Proposed Development
- a. Preliminary site and building plans.
  - b. Building elevations and sketches with architectural details.
  - c. Schematic design of the overall site that addresses parking, drainage, and landscaping.
  - d. Indication of housing types. Include unit counts and square footage.
  - e. Total value of project.
  - f. List of preliminary building materials (primarily exterior).
  - g. Narrative describing the development's compatibility with the surrounding context (its fit within the downtown and adjacent neighborhoods).
  - h. Detailed project schedule for construction and occupancy in the form of a timeline or timetable.
  - i. Management intentions for the property once complete. For example, if the proposal includes rental units, who will be the management agency/company. Provide examples and references, if applicable.
  - j. Property upkeep reserve, if applicable.
  - k. Target rents, if applicable.
4. Financials
- a. Explain the financial strategy (including sources and uses of funds) and demonstrate project feasibility. Explain any grants, loans, or financial assistance programs being accessed and the team's experience with these programs.
  - b. Financial assistance needed such as, tax incremental financing, upgrade/installation of utilities, etc.
  - c. Minimum tax base generated
5. Additional Information
- a. Examples of similar development projects if applicable.
  - b. Respondents may submit any other information that is not described in this RFP that would be beneficial to the Village. If in the Respondent's opinion, the Village has overlooked anything material or relevant, such item(s) may be brought to the Village's attention and be included in the RFP.

## **Selection Criteria**

The Village will create a selection committee to evaluate proposals based on the following criteria:

- Development team's experience and expertise, as well as financial capacity
- Overall quality and attractiveness of the proposed development
- Density, design, and aesthetics
- Neighborhood compatibility
- Value of the estimated tax base of the proposed development
- Use(s) suitability to the land
- Adherence to timeline
- Overall responsiveness to the RFP requirements
- Other such criteria as deemed necessary

## Submission Procedures and Information for Prospective Developers

- Submit an electronic proposal via email to Brad Roy at [brad.roy@villageofellsworth.org](mailto:brad.roy@villageofellsworth.org) no later than **July 1, 2024**. Submissions received after this date will not be considered. All proposals become the property of the Village of Ellsworth. The Village of Ellsworth reserves the right to reject any or all submissions, to waive irregularities, or to accept such submissions, as in the opinion of the Village, will be in its best interests.
- Proposals are prepared and submitted at the sole cost and expense of the respondent and shall become the property of the Village of Ellsworth; documents will not be returned.
- The Village of Ellsworth will review the submissions and select the most highly qualified firm(s) to contact for an interview.
- The Village reserves the right to negotiate with any and all respondents on the scope of the project, fees, timelines, and all other components of the project.
- Questions regarding this RFP shall be directed to Brad Roy, Administrator/Clerk-Treasurer for the Village of Ellsworth, 715-273-4742 or [brad.roy@villageofellsworth.org](mailto:brad.roy@villageofellsworth.org).

## Timeline

Publishing of RFP: May 13, 2024

RFP Due Date: July 1, 2024

Initial Committee Review: July 18, 2024

Village Board Review and Possible Decision: August 5, 2024

Committee and Village Board Review may include interviews.

Timeline is tentative and subject to change.