



## **REQUEST FOR PROPOSALS**

### **Cranberry Creek Subdivision**



#### **City of Wisconsin Rapids**

444 West Grand Avenue, Wisconsin Rapids, WI  
54495

February 2018

February 1, 2018

Dear Builders & Development Partners,

The City of Wisconsin Rapids is excited to provide this request for proposals for a new single-family residential subdivision. The City has identified this property as a great location for a single-family subdivision to help address an existing housing gap. When the City completed a Housing Study and Needs Assessment in 2016, one of the identified goals was to promote and plan for 100 to 150 additional single-family and two-family owner and renter units over the next five years. Associated with that goal was the identified need to also improve the quality of available housing within the City. We feel that this project can help move us towards that goal and meeting the housing needs of our residents.

Wisconsin Rapids has committed to several projects targeted towards improving quality of life and enhancing our community character. Projects like the recently completed splash pad, planned regional aquatics center, and riverbank improvements all aim to show the City's commitment to investing in ourselves to make the area more attractive to private investment. Other projects underway, including the City led redevelopment of the "Triangle Block", the Tribune Project, and the YMCA and Boys & Girls Club redevelopment of the Rapids Mall, are working to reinvigorate the downtown riverfront district. Additional new multi-family options have been completed or are underway in the community with a variety of senior, market rate, and workforce housing rentals. Missing among these projects is an effort to establish new single-family home options. The property has been owned for quite some time and has been proposed for a variety of uses over the years including a senior center and multi-family development. None of the proposed uses have been embraced by the neighborhood or have taken full advantage of the amenities offered by the 8 acre site.

The City of Wisconsin Rapids is centrally located within the state with a population just under 20,000 and a regional population of over 40,000. Since the decline of the paper industry within the region, the City has seen an increased diversity in the employment base including food processing, educational software, and medical services.

Diversification of housing stock has been a main emphasis of myself and the City council over the last several years. This site offers a unique opportunity to maximize our ability to further that goal and support our other planned infrastructure and quality of life investments.

My staff is ready to assist as you envision this important infill development opportunity in our City. Please contact our Community Development Director, Adam Tegen at [ategen@wirapids.org](mailto:ategen@wirapids.org) or 715-421-8225 if you have any questions, or visit our website at [www.growrapids.com](http://www.growrapids.com) for more information.

Sincerely,

Zachary Vruwink  
Mayor

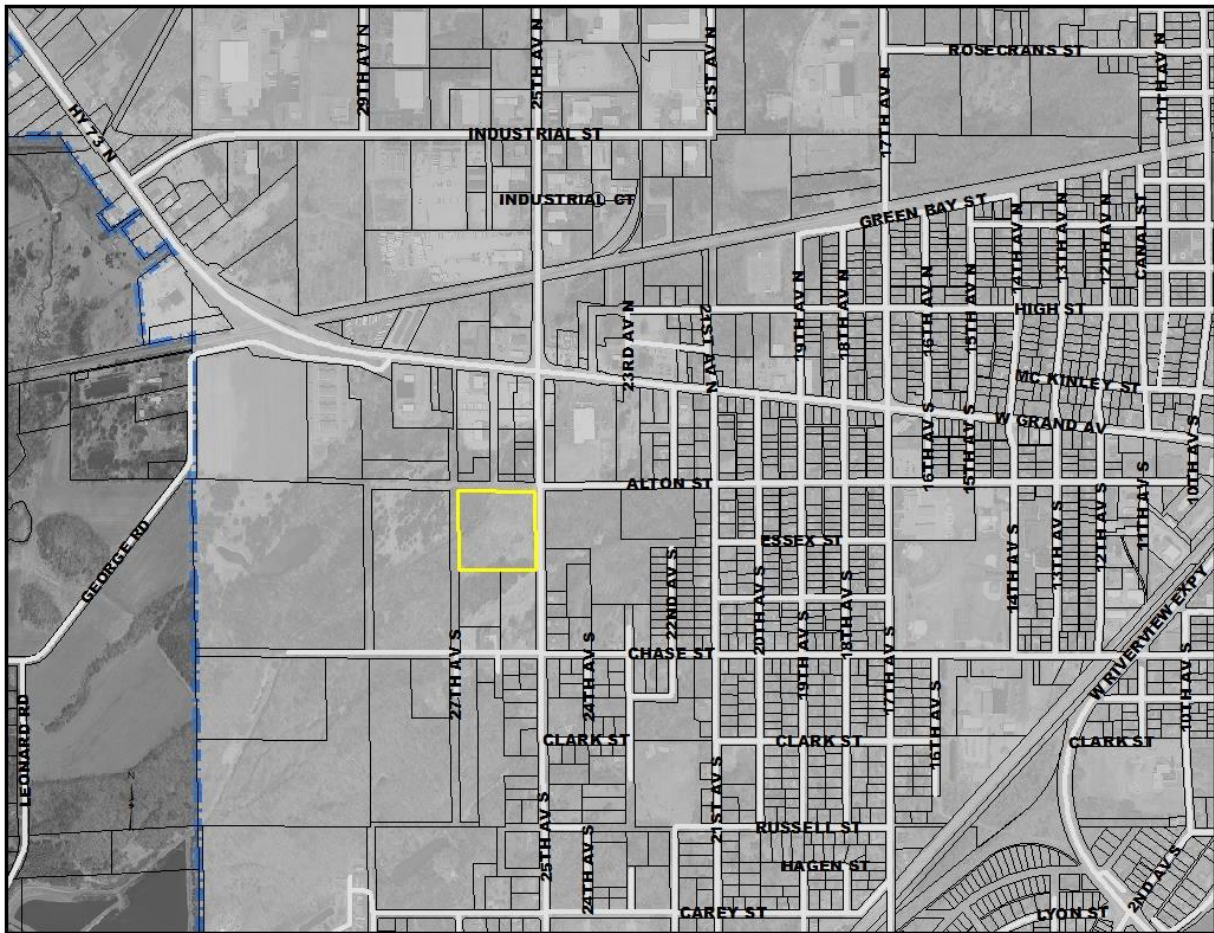
# Request for Proposal

**City of Wisconsin Rapids - Community Development Department**  
444 West Grand Avenue  
Wisconsin Rapids, WI 54495  
(715) 421-8225

## Project and Property Overview

The City of Wisconsin Rapids is seeking development proposals for the development of a single-family residential subdivision on approximately 8 acres of city-owned property on the City's west side. The property is located in a larger lot residential area with easy access to the West Grand Avenue corridor and the West Side Industrial Park.

The City seeks qualified developers and builders interested in pursuing the development of a residential subdivision which will be focused on filling an existing gap in the City's housing stock. The property is located at the southwest corner of 25<sup>th</sup> Avenue South and Alton Street as shown here:



The property is currently vacant, 8 acres in size, partially wooded, and has a small stream running through a portion of the property.



### **Cranberry Creek Subdivision Site & Design Considerations**

The City of Wisconsin Rapids is looking to sell the property to the selected developer in connection with a development agreement which would detail out minimum standards for the development. To provide a sense of a potential for the site, the City Engineering Department put together 2 rough subdivision layouts. The designs can be used as a starting point by the proposer or another alternative can be proposed.

The design should at a minimum:

- Create a minimum 12 lot subdivision with average lot sizes around 1/3 of an acre.
- Provide homes with a minimum two-stall attached garage.
- Provide a variety of floor plans and architectural styles.
- Provide construction which will achieve a minimum assessed valuation of \$150,000 for each home.
- Be constructed of quality material options with a masonry or brick front facades.
- Provide floor plans with a minimum of 3 bedrooms and 2 baths.
- Incorporate private green space on the property.

### **Important Dates**

In addition to the important dates below, the City of Wisconsin Rapids is happy to coordinate a tour of the site and make staff available for a Q&A session prior to the submittal deadline on **April 2, 2018** at 4:30 p.m. Please contact our staff to arrange your tour or Q&A session.

1. RFP Released	February 21, 2018
2. Proposal Due Date	April 2, 2018
3. Review of Proposals	April 3 – 6, 2018
4. Final Selection Discussion	April 9, 2018
5. Potential City Council Action	April 17, 2018

### **Proposal Format and Required Information**

1. **Executive Summary:** Present a high-level synopsis of the developer's responses to the RFP. The Executive Summary should articulate the developer's vision for the site, provide a brief overview of the housing styles and plans, and should identify the main benefits of the proposed project.
2. **Approach:** Describe the proposed team or partners including the project team responsibilities and their areas of expertise.
3. **Project Deliverables:** Include descriptions and plans of the proposed layout and amenities for the site and homes.
4. **Project Management Approach:** Include relevant experience of the development management team including their qualifications and relevant experience.
5. **Level of Investment and Financial Viability:** Developers shall include a project construction budget based on the proposed layout and homes. Developer shall provide the status of their organization and a brief financial history. The developer shall provide a statement regarding any debarments, suspensions, bankruptcy and/or loan defaults.
6. **Successful Development Examples:** Include detailed descriptions/photos/plans of other successful residential subdivision and building projects completed by the developer/builder.
7. **Development Organization Overview:** Provide the following information about your company:
  - Official registered name (Corporate, D.B.A., Partnership, etc.)
  - Address
  - Main contact numbers and email.
  - Key contact name, title, address (if different from above address), direct telephone and e-mail.
  - Person authorized to contractually bind the organization for any proposal against this RFP.
  - Brief history, including year established and number of years your development team has taken on similar projects.
8. **Scope:** Propose a project implementation timeline and performance standards for the subdivision and building work to be completed.

### **Costs of Proposal**

Any costs incurred in the development of the Response to this Request for Proposals are borne by the developer. The City of Wisconsin Rapids is not responsible for any costs incurred by the developer in formulating a response, or any other costs incurred such as mailing expenses.

### **Evaluation Criteria**

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 accuracy and responsiveness of the developer. Background checks and references will also be considered. Evaluation of offers will be based upon the developer's responsiveness to the RFP and the quality of investment and usefulness. The following elements will be the primary considerations in evaluating all submitted

proposals and in the selection of a developer (out of a total of 100):

- *Proposal satisfies or improves on the concept design by the City.*  
**30 Points**
- *Proposal maximizes the use of the site, provides taxable value, and value offered to acquire the property.*  
**20 Points**
- *Developer/ builder has a successful track record and the professional capacity to complete the subdivision and build the homes.*  
**20 Points**
- *Developer/ builder has the financial wherewithal and backing to complete the project.*  
**10 Points**
- *Developer's credentials, financials and accreditations are current and in good standing.*  
**10 Points**
- *Availability of high-quality personnel and project managers with the required skills to complete the project.*  
**10 Points**

The response that is deemed to be the most advantageous for the City shall be termed the best project. Consideration will be given to cost, level of investment, functionality, and other factors. A selection committee at the City of Wisconsin Rapids may be composed of members from the Common Council, Community Development, Finance, City Attorney, Engineering, and Public Works Departments.

### **Proposal Formats**

Submitted proposals shall meet the following criteria:

1. A minimum of 5 hard copies of the proposals shall be prepared on standard 8 1/2" X 11" letter-size paper; Maps and drawings may be prepared on 11" x 17" tabloid paper.
2. A digital copy of the proposal shall be provided to the City at: [ategen@wirapids.org](mailto:ategen@wirapids.org)

### **Disclaimers**

The City of Wisconsin Rapids reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential developer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract/right to develop.

### **Development Agreement**

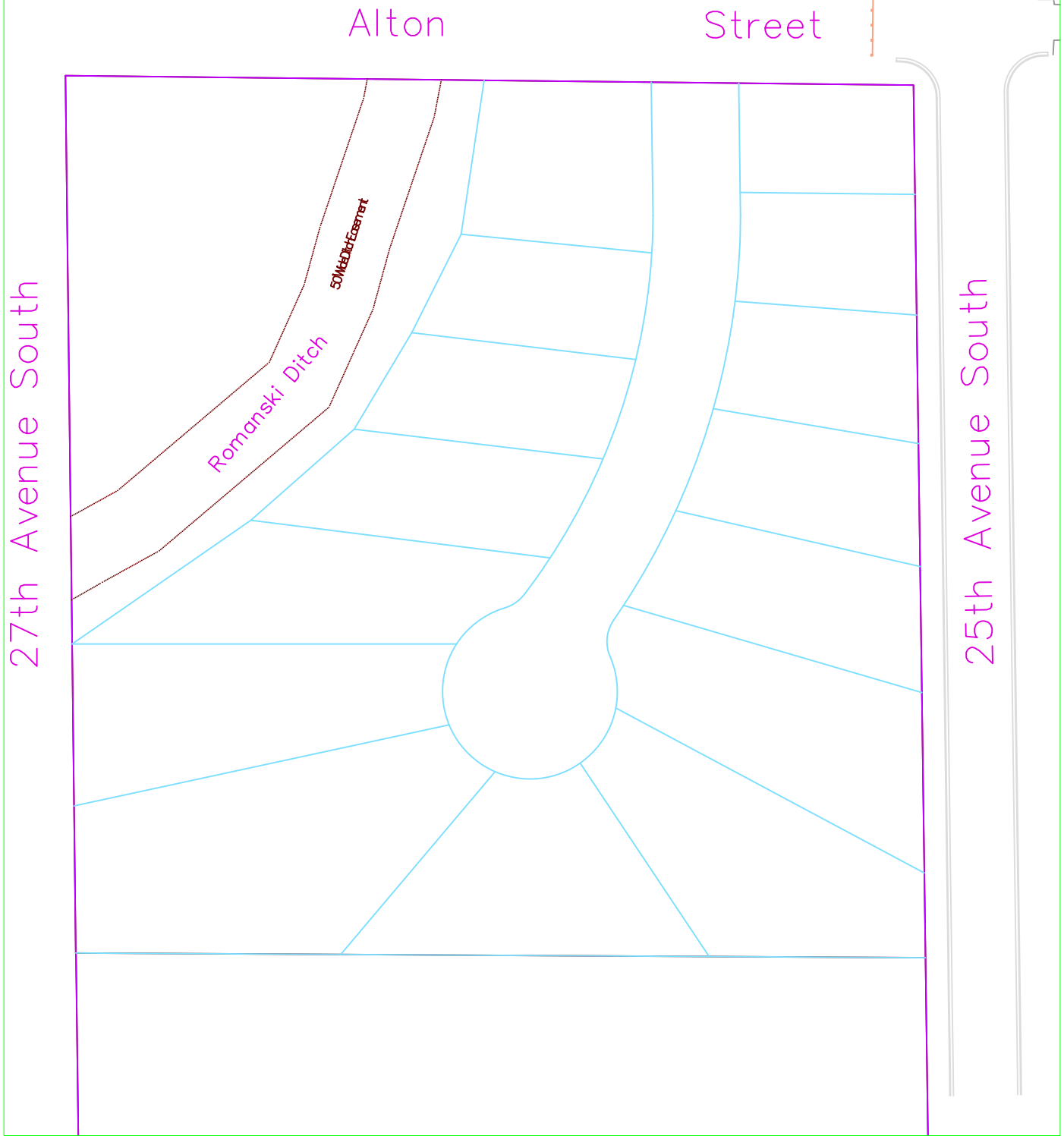
Developer's proposal in response to this RFP will be incorporated into a final Development Agreement between the City of Wisconsin Rapids and the Developer and the selected vendor(s) of the Developer.

### **Submittal Deadline**

Proposals must be received by **4:30 p.m. on Monday, April 2, 2018** to the attention of:

Adam Tegen  
Community Development  
444 West Grand Avenue  
Wisconsin Rapids, WI 54495

Phone: 715-421-8225  
[ategen@wirapids.org](mailto:ategen@wirapids.org)



PROJECT:

**Concept #1 (1/4 acres) 25th Ave S & Alton St Residential Development**

DRAWN BY: **K.M.A**

PLOT DATE: August 29, 2017

SCALE: 1" = 100'

DRAWING FILE - S:\Engineering\PROJECTS\City Related Projects\WEST SIDE\25th & Alton Residential Development.dwg



Alton Street

27th Avenue South

25th Avenue South

Romanski Ditch

50' Right of Way

PROJECT:

**Concept #2 (1/3 acres) 25th Ave S & Alton St Residential Development**

DRAWN BY: **K.M.A**

PLOT DATE: August 29, 2017

SCALE: 1" = 100'

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