

# City of Tomah, Wisconsin Monowau Street Property Residential Development REQUEST FOR INTEREST

Issued: November 4, 2024

Due: December 18, 2024

City Contacts:

**Kirk Arity**, Senior Executive Team

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(608) 374-7453

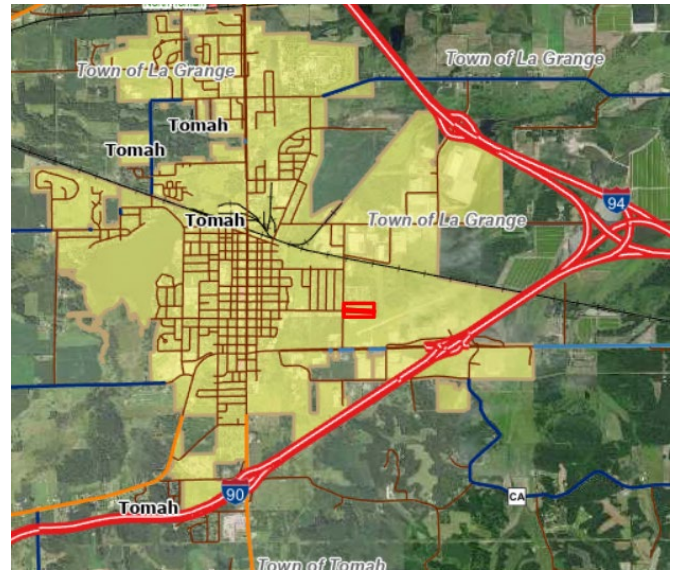


# Introduction

## Purpose of RFI and Objectives

The City of Tomah is seeking proposals of interest from qualified developers and/or builders to construct a residential project on a city-owned 14.6-acre greenfield parcel. Objectives for the project include:

- Multifamily residential development consistent with surrounding residential uses.
- Partnering with a developer and/or builder to plan and construct project.
- Intention to evaluate proposals from interested entities and enter into negotiations with the selected developer to craft a project, identify city participation in it, and transfer the property for its construction.



Site Location

The City is committed to working with a developer and/or builder to develop the site and recognizes the latitude needed to address changing market conditions and economic realities of the project. Accordingly, the City is committed to logical solutions, which may include providing the property at a low or no cost and City assistance in extending utilities as necessary to serve the project. State funding programs also may be available.

The City already has taken several proactive steps in advancing this project. These include identifying existing housing gaps and needs, conducting a wetland delineation of the property, and establishing a streamlined and straightforward review, permitting, and approval process aligned with community and site-specific goals. Overall, Tomah’s size provides nimbleness that can be advantageous throughout the development review process.

In turn, it is expected that the developer will commit to a reasonable implementation schedule, a development plan that maintains much of the intended feel and quality of surrounding neighborhoods, and a fair return on investment. The mutual commitment of both the City and developer will be solidified in a Development Agreement between the parties. Elements of the agreement could include:

- |   |                                       |
|---|---------------------------------------|
| ▪ Private Financing Commitments                   | ▪ Development Standards               |
| ▪ City Assistance Commitments                     | ▪ Site Conditions                     |
| ▪ Approval Milestones                             | ▪ Flexibilities/Zoning                |
| ▪ Construction Milestones                         | ▪ Responsibilities of the City        |
| ▪ Cost Responsibilities                           | ▪ Responsibilities of the Developer/s |
| ▪ Pre-Closing Obligations for Property Conveyance | ▪ Others, as negotiated               |

## Background

### Tomah Market

Located in the heart of Wisconsin's cranberry and Amish country, the City of Tomah is a community of 9,592 residents offering a wide range of amenities with the ability to meet most daily needs. The City is only a 45-minute drive from La Crosse and the Wisconsin Dells and located at the crossroads of Interstates 90 and 94, providing superior accessibility to the north, west, and central parts of the state.

- **Schools:** The Tomah District enrolls over 3,056 students. The district's student to teacher ratio is comparable to similar districts and the entire state. Additionally, there also are multiple private school options and a Western Technical College satellite campus in the City.
- **Job Market:** There are several large employers in Tomah including the V&A Medical Center, Walmart Distribution Center, Toro Company, Cardinal Glass Industries, and Tomah Health. Additionally, the City offers great accessibility to large employment markets in La Crosse, Fort McCoy Military Base, and Camp Douglas National Guard Base for hybrid office/remote workers or commuters.
  - There are over 4,700 resident workers that make up the City's labor force with an unemployment rate of 3.6% as of 2022.
  - Approximately 7,000 people are employed in Tomah (2021), creating significant opportunity to provide more local housing for the many workers that are commuting in.
  - Most of the people employed in Tomah are in the educational, healthcare, and social assistance industries (26%) or manufacturing industries (17%).
- **Social and Recreation Amenities:** There are plentiful recreational opportunities in Tomah including an aquatic center, year-round community festivals, exceptional parks system, public art installations, downtown shopping and entertainment, regional shopping destinations, and more.
- **Healthcare:** Tomah Health provides a full range of health services including general care, hospice, imaging, infusion, occupational health, rehabilitation, surgery, and several specialists. Gunderson Health also has a clinic in the City. In addition, the V&A Medical Center provides addiction care, cardiology, dermatology, diabetic care, mental health care, neurology services, and several others. The center employs nearly 1,400 people and serves more than 58,786 veterans in 16 counties in Wisconsin and Minnesota.
- **Housing Demand:** According to the Housing Assessment completed in 2022, there have been 394 housing units constructed between 2010 and 2021. At the same time, the City has seen a 4.4% increase in residents and a decreasing average household size (currently 2.21 persons per unit) over the past 20 years. Adding new residents and decreasing household size further increases the demand for existing and new housing units. To effectively meet this increase, the City is using a proactive approach to develop a variety of housing types to free up larger family-oriented units.

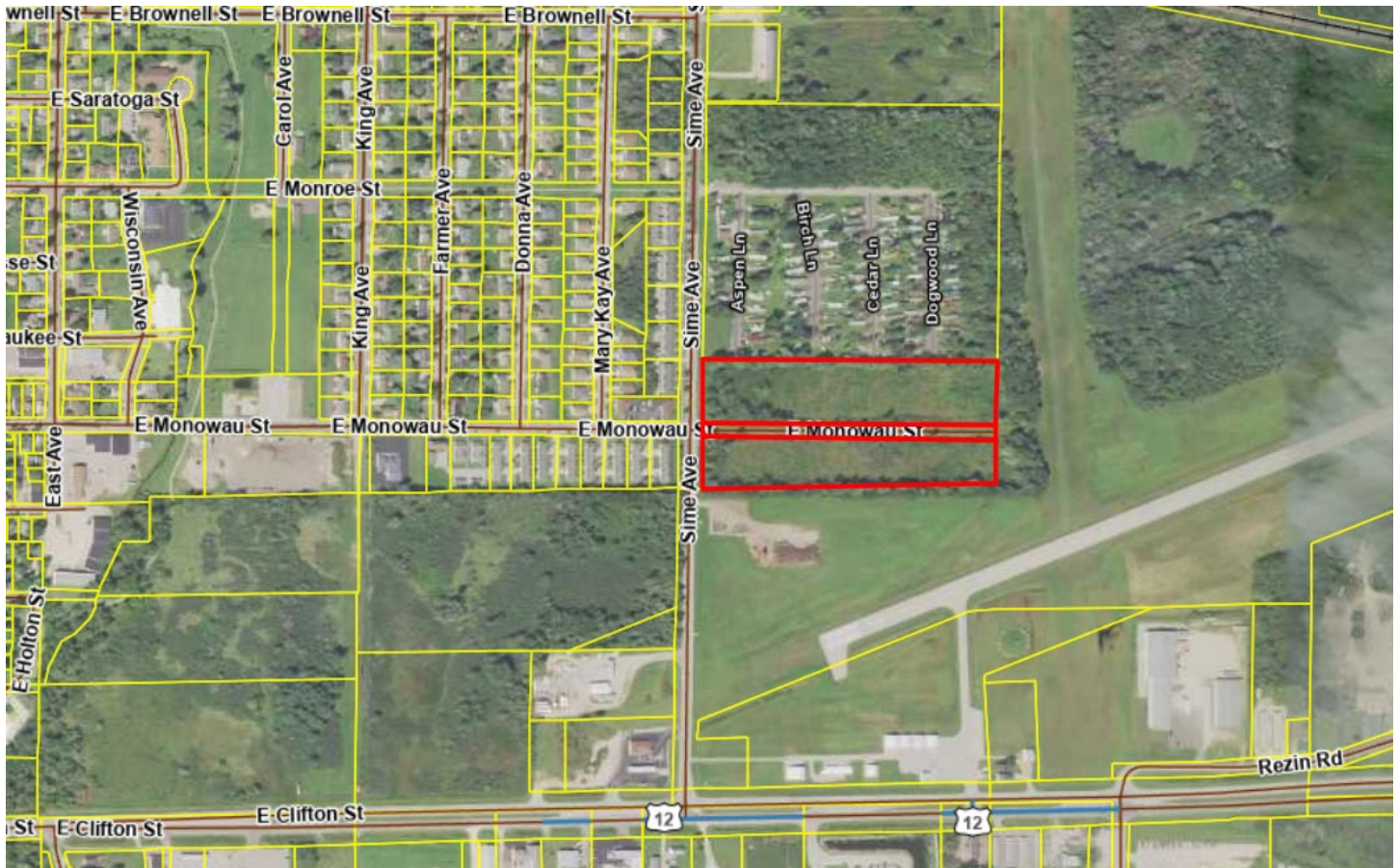
### Property Information

- The City of Tomah received a donation of the 14.6-acre property in 2022.
- The property is adjacent to several different types of residential development including single-family and duplex homes, small-scale multi-family, larger-scale multi-family, and manufactured homes.
- The property is also adjacent to several businesses, the Tomah Airport, and is less than one mile from downtown.
- The site has excellent proximity to Superior Avenue (USH 12 and STH 131), and Interstates 90 and 94 providing easy commutes for those working in and outside of Tomah.



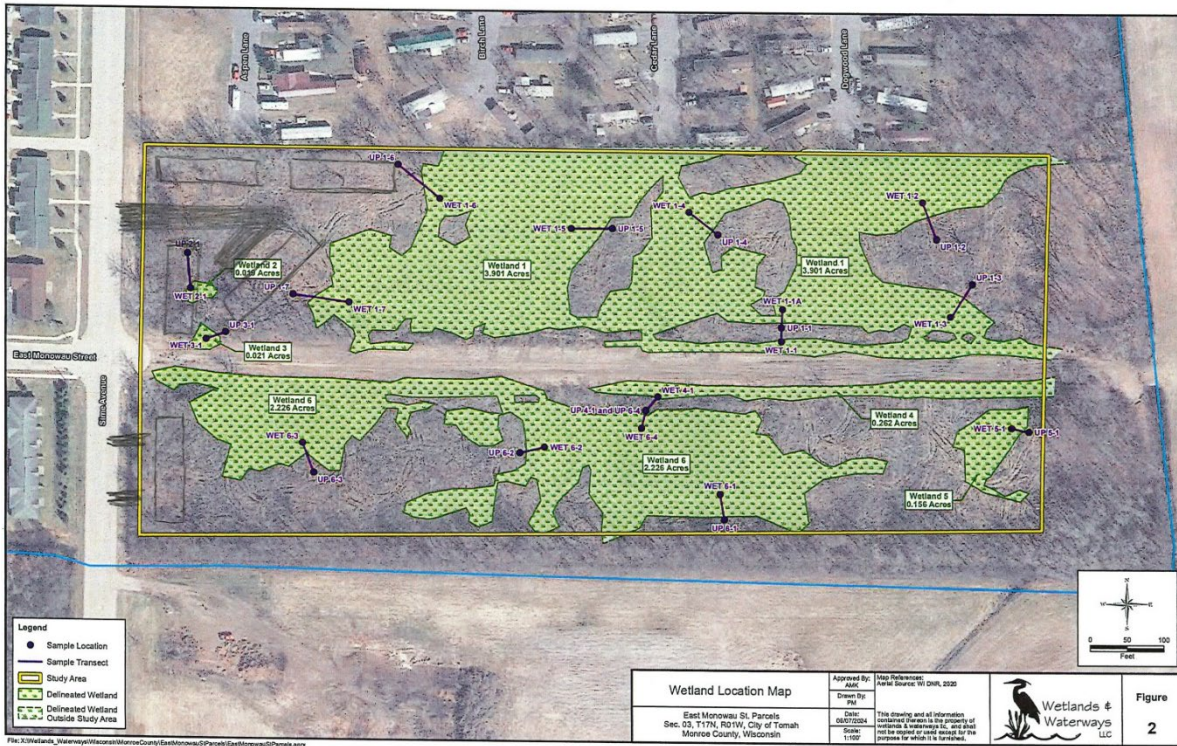
- Existing City utilities are stubbed at the intersection of East Monowau Street and Sime Avenue, ready to be connected into the site.
- The East Monowau Street right-of-way runs down the center of the property and is currently unimproved and potentially could be vacated if needed.
- The site is generally flat but includes some wooded areas and low-lying wetland areas.
- The [Wetland Delineation](#) illustrated that only the far western portion of the site near Sime Avenue is developable, while the central and eastern portions of the site have a series of delineated wetlands.
- Stormwater management will need to be accounted for within the development of the site.

### Site Location Map



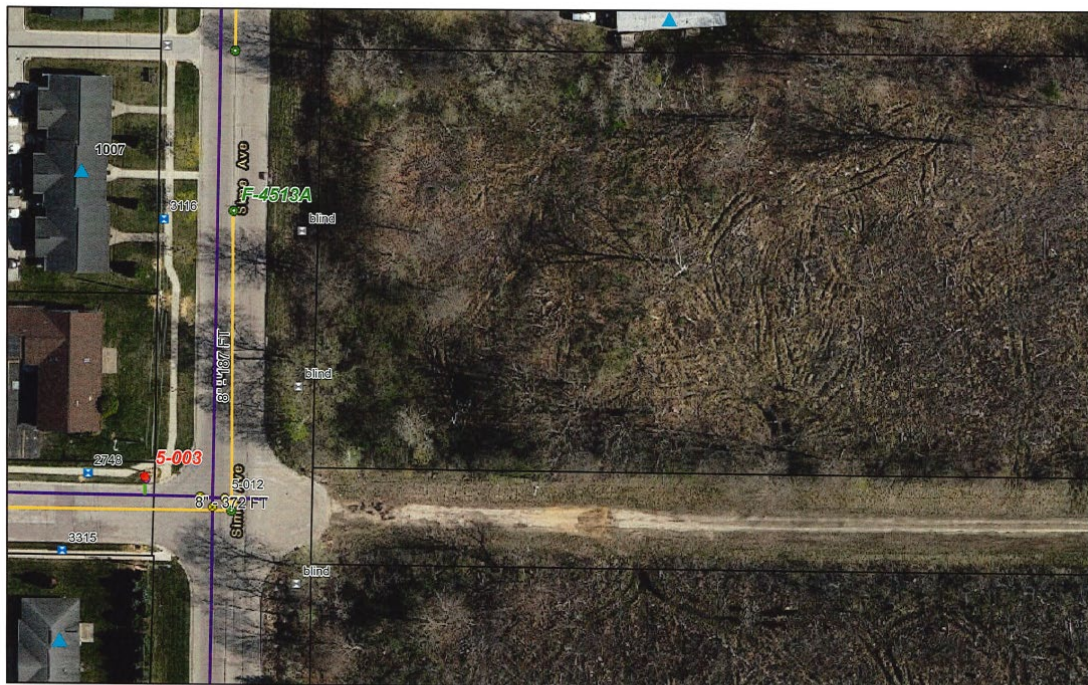


### Wetland Delineation Map



### Utilities Map

### City of Tomah



## Relevant Reports and Ordinances

### [2024 City of Tomah Comprehensive Plan](#)

- The project area is designated as Planned Neighborhood on the Future Land Use Map providing the ability to rezone to any type of residential district without an amendment. There also is a Natural Resources Protection Area overlay that covers the wetlands on the site.
- The Planned Neighborhood designation includes the following uses: single-family, two-family, multi-family, neighborhood commercial, community facilities, and parks and conservancy uses consistent with Traditional Neighborhood Design principles and forms of development.
- A residential project on the site would help the City accomplish its goals of providing a variety of housing types to meet the needs of an ever-changing population, support the development of a more livable neighborhood atmosphere, and meet the aesthetic standards of the community.

### [2022 Tomah Housing Assessment](#)

- This assessment includes existing housing conditions, gaps, and needs for the market, and provides strategies to address housing related issues in Tomah.
- The major findings of the assessment include a potential need for 400-700 units by 2030. The report also found that the population of Tomah is becoming increasingly older with more single occupants and a larger share of homeowners over the age of 65. Further, expanding large employers and a low unemployment rate have created greater demand for more housing units. Altogether, these factors have had an inflationary effect on the City's housing market and ability to afford to live in Tomah. Currently, 24% of households are housing cost burdened, meaning that they spend greater than 30% of their average income on housing related costs.

### [Zoning Ordinance](#)

- The property is zoned M-2 General Industrial but is expected to be rezoned consistent with the future land use plan and the specific needs of a proposed residential project.
- Tomah's zoning code provides a single-family district (7,200 sf), a two-family district that can accommodate both twin homes and duplexes, and a multi-family district that can accommodate larger apartment or townhome-type developments.
- Planned Unit Development (PUD) rezoning is also an option to provide flexibilities as may be needed to overcome environmental challenges on the site.

### [Subdivision Ordinance](#)

- Chapter 40 - *Subdivisions* provides requirements and processes for dividing land, developing parcels, and laying out subdivisions in the City.
- The chapter describes required public improvements, how they are approved, and how they are constructed.



# Submittal of Interest Requirements

## Submittal Contents

Interested parties should submit the following information organized in the order shown below with a maximum of 10 pages not including section dividers (if provided) and appendices. Note that weblinks in lieu of appendices are acceptable and encouraged.

**Cover:** Include project name, respondent name, and date.

**Section 1 Cover Letter:** Introductory cover letter identifying the lead entity, contact information for the proposed project manager, and a statement that the respondent has reviewed this RFI including a list of all specific addendums that the City may subsequently issue (1 page max).

**Section 2 Development Team Organization:** Overview of the development team organization indicating the lead entity and lead individual for each component of the work (1 page max). Include resumes for the key project team members (1 page max per individual) in an appendix.

**Section 3 Summary of Experience:** Feature the development team’s skills and relevant experience applicable to this site. Include brief descriptions of at least three specific projects and list municipal references for each (3 pages max). More detailed project descriptions may be provided in an appendix.

**Section 4 Financial Relationships:** Provide contact information for banking and other financial entities that have participated in past projects (1 page max).

**Section 5 General Project Approach Summary:** Include a brief narrative summary (3 pages max) expressing your team’s:

- Project understanding and interest
- Project approach and potential development ideas or concepts you have for the site (note that drawings and project details are not required but can be attached as an appendix if desired)
- Approach to working with the City to craft and execute a development plan
- Tentative project schedule

## Format, Transmittal, and Questions

The entire submittal including all appendices must be provided in a single PDF file and delivered to the City **no later than 4:00 pm, December 18, 2024**. Transmit the file, or a link to it, electronically to the following address. Please use the subject line “East Monowau Street RFI Submittal.”

Kirk Arity, Senior Executive Team

[karity@tomahwi.gov](mailto:karity@tomahwi.gov)

Questions about the contents of this RFI can be submitted via email to the above address or by phone to (608) 375-7453 by 4:00 pm, December 2, 2024. All questions will be recorded and responses posted to the Project [webpage](#) by December 6, 2024. Questions and inquiries submitted after December 2, 2024, will not be answered.

## Evaluation of Statements of Qualifications

The City will create a Project Team consisting of Public Works and Utilities Commission and City staff members to evaluate all submittals, conduct interviews, and recommend a preferred developer to the full City Council.

The City will use a “Qualifications Based Selection Process” to review and rank the written proposals based on the following:

- The completeness of the submittal and its consistency with the requirements contained in this RFI;
- The qualifications and experience of the development team with projects similar in scope to that proposed;
- The development team’s financial strength and ability to secure financing for the project;
- The consistency of the proposed concepts and timeframes with the City’s goal and objectives as described in this RFI; and
- The proposed approach to working with the City as a partner to craft and execute a final project concept.

Based on the above, the Project Team will invite no more than three of the top ranked development teams for an interview. The interviewed teams will then be evaluated using the criteria listed above in addition to any other information requested at the time of the interview.

## Project Schedule

The following contains a tentative schedule the City intends to follow in identifying qualified developers, soliciting proposals from them, and negotiating terms with them. The City reserves the right to alter this schedule at any time, with or without prior notice, and will post any changes on its website.

Task	Timing
RFI Issued	November 4, 2024
Questions on RFI Due	December 2, 2024
Answers to Question/Addendum to RFI	December 6, 2024
RFI Response Deadline	December 18, 2024
Interviews Scheduled with Respondents	January 10, 2025
Interviews with Respondents	Week of January 20, 2025
City Council Evaluation and Selection of Development Entity	February 25, 2025
Negotiate Development Agreement	March-May, 2025
Construction Begins	Summer of 2025



## Disclaimers

**Project Webpage:** The City has created a Monowau Property section on its Economic Development [webpage](#) where it will post all information related to this project. Respondents are advised to check the page regularly for any updates.

**Property Conditions:** The descriptions of the conditions of the property contained herein are generalized depictions. The City does not represent or warrant the accuracy of any of the information, and no party should rely on such information.

**All Costs on Respondent:** Respondents shall be responsible for any and all costs they incur in responding to this RFI.

**Submittals Subject to Open Records:** All responses to this RFI shall become property of the City of Tomah and are subject to the Open Records laws of the State of Wisconsin. Any information a respondent deems to be proprietary or trade secrets should be specifically identified as such, but the City cannot guarantee that such information will remain confidential if required to be disclosed under Wisconsin law.

**Schedule Subject to Change:** The City will use good faith efforts to adhere to the schedule described herein but reserves the right to modify the schedule at any time and without prior notice where it is in its best interest to do so. Any changes will be posted to the project [webpage](#).

**Right Reject All:** The City reserves the right to reject all proposals and not proceed with the project if deems it in its best interest to do so.

## Links

**Project Webpage:** <https://www.tomahwi.gov/ed>

**Wetland Delineation Report:** <https://www.tomahwi.gov/ed>

**2022 Tomah Housing Assessment:** <https://www.tomahwi.gov/ed>

**City of Tomah Comprehensive Plan:** <https://www.tomahwi.gov/ed>

**Tomah Zoning Code:** [https://library.municode.com/wi/tomah/codes/code\\_of\\_ordinances?nodeId=COOR\\_CH52ZO](https://library.municode.com/wi/tomah/codes/code_of_ordinances?nodeId=COOR_CH52ZO)

**Tomah Subdivision Code:** [https://library.municode.com/wi/tomah/codes/code\\_of\\_ordinances?nodeId=COOR\\_CH40SU](https://library.municode.com/wi/tomah/codes/code_of_ordinances?nodeId=COOR_CH40SU)