



REQUEST FOR PROPOSALS
MANN VALLEY PROPERTY FOR HOUSING

Release Date: September 19, 2023
Due Date: October 20, 2023 at 12 PM

[222 LEWIS STREET | RIVER FALLS, WISCONSIN 54022](#)

Request for Proposals (RFP)
City of River Falls, Wisconsin
Multifamily Housing for Mann Valley Property

The City of River Falls, Wisconsin, is soliciting proposals from well-qualified firms interested in the development and construction of high density multifamily housing on a 10.2-acre parcel of city-owned land part of the Mann Valley Corporate Park. The successful firm will utilize the city's [2022 Comprehensive Housing Needs Analysis](#). Firms with relevant qualifications are encouraged to submit.



Introduction

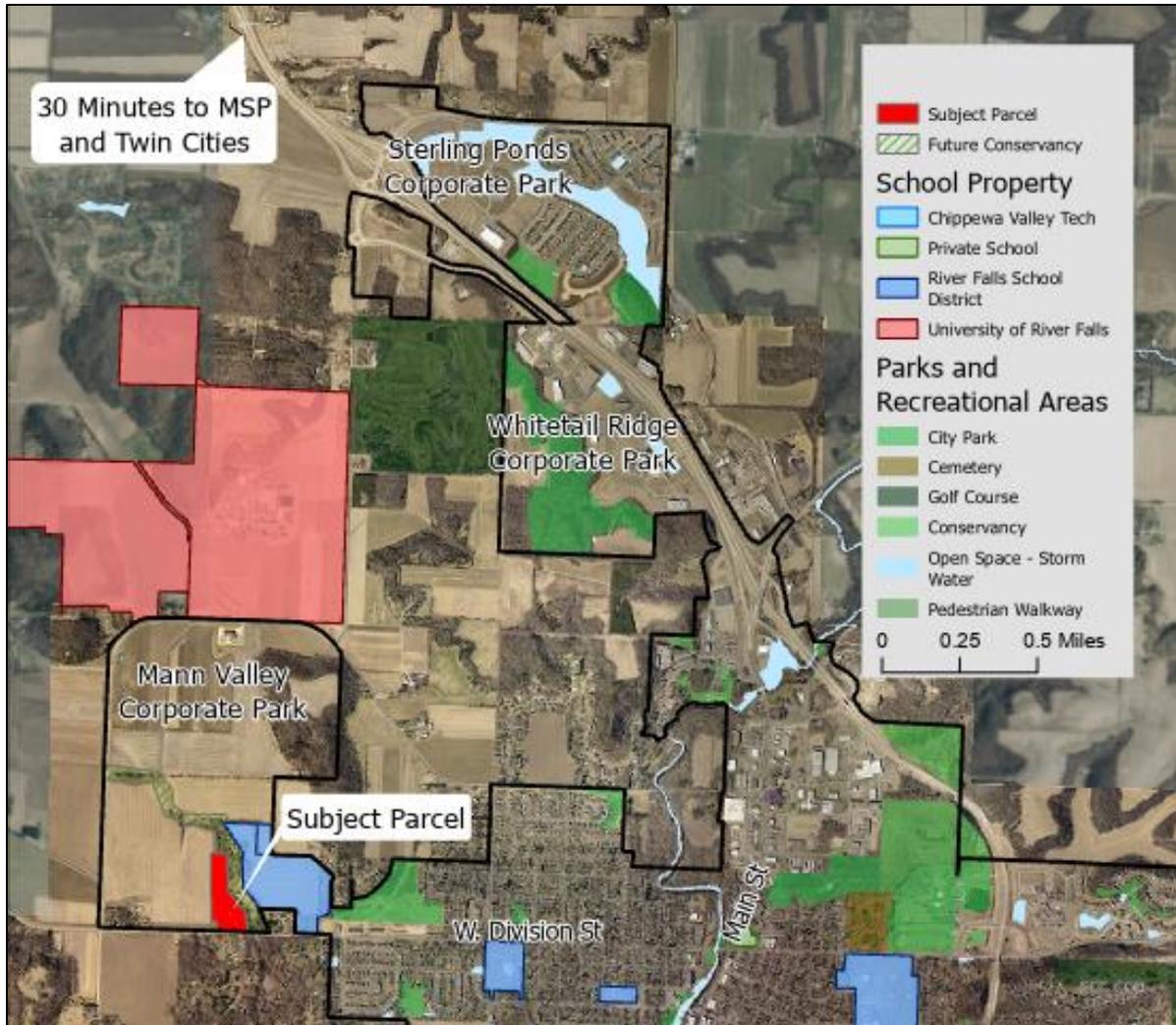
River Falls is a growing community in St. Croix and Pierce Counties. The 2022 population of River Falls is estimated to be 16,515 residents. The seven-year growth rate for the city is 1.7 percent. River Falls is a full-service community uniquely positioned in western Wisconsin with close proximity to the Twin Cities markets. A vibrant Main Street with a diverse mix of professional services, restaurants, and retail shops add to the small-town charm of River Falls. The city has many accolades and accomplishments including:

- Ranked as one of the best small cities in the country (*Demographics Daily*)
- Public schools are rated from 8 to 10 on the *Sperling's Best Places* 10-point scale
- Property crime is 43% below the national average and violent crime is 17% below the national average
- Achieved designations as a Playful City, a Bicycle Friendly Community, Tree City, Bird City, Bee City, and Monarch City
- 2015 Library of the Year award (*Wisconsin Library Association*)

The City is home to the [University of Wisconsin – River Falls](#), which was ranked 8th in the nation by students as being worth the expense according to the *Wall Street Journal*, as well as the [Chippewa Valley Technical College](#). Dozens of businesses call River Falls home, including many historically listed on the Inc. 500 list, such as Minnesota corporate giants like Nash Finch and Land O' Lakes, and companies with headquarters based in Ireland, Germany, France, and Israel. Corporate businesses in River Falls include innovators in plastics, food, language translation, scheduling, mini markets, plant genetics, metal manufacturing, material science, 3D printing, specialty coatings, architectural wooden doors, cabinetry and casework, LED drying technology, and more.

Business and economic development in River Falls continues to be strong. Industrial and corporate development accomplishments in the last seven years include:

- The City opened its third corporate park, [Sterling Ponds Corporate Park](#) in 2016
- Turnkey Corrections/Three Square Market constructed a 100,000 sq. ft facility in Sterling Ponds Corporate Park
- WinField United, a subsidiary of Land O'Lakes constructed a 55,000 sq. ft research facility, a \$20 million investment, in Sterling Ponds Corporate Park
- WinField United also constructed a 15,000 sq. ft facility in the Mann Valley Corporate Park
- Construction on the [St. Croix Valley Business Innovation Center](#) in the Sterling Ponds Corporate Park was completed. The Innovation Center is a collaborative partnership between the University of Wisconsin – River Falls, Chippewa Valley Technical College, the City of River Falls, and the River Falls Economic Development Corporation
- Anchor Paper constructed an 85,000 sq. ft. manufacturing and distribution facility in the Whitetail Ridge Corporate Park
- [Mann Valley Corporate Park](#) is the future location of a nearly 265 developable acres on the northwest side of River Falls.



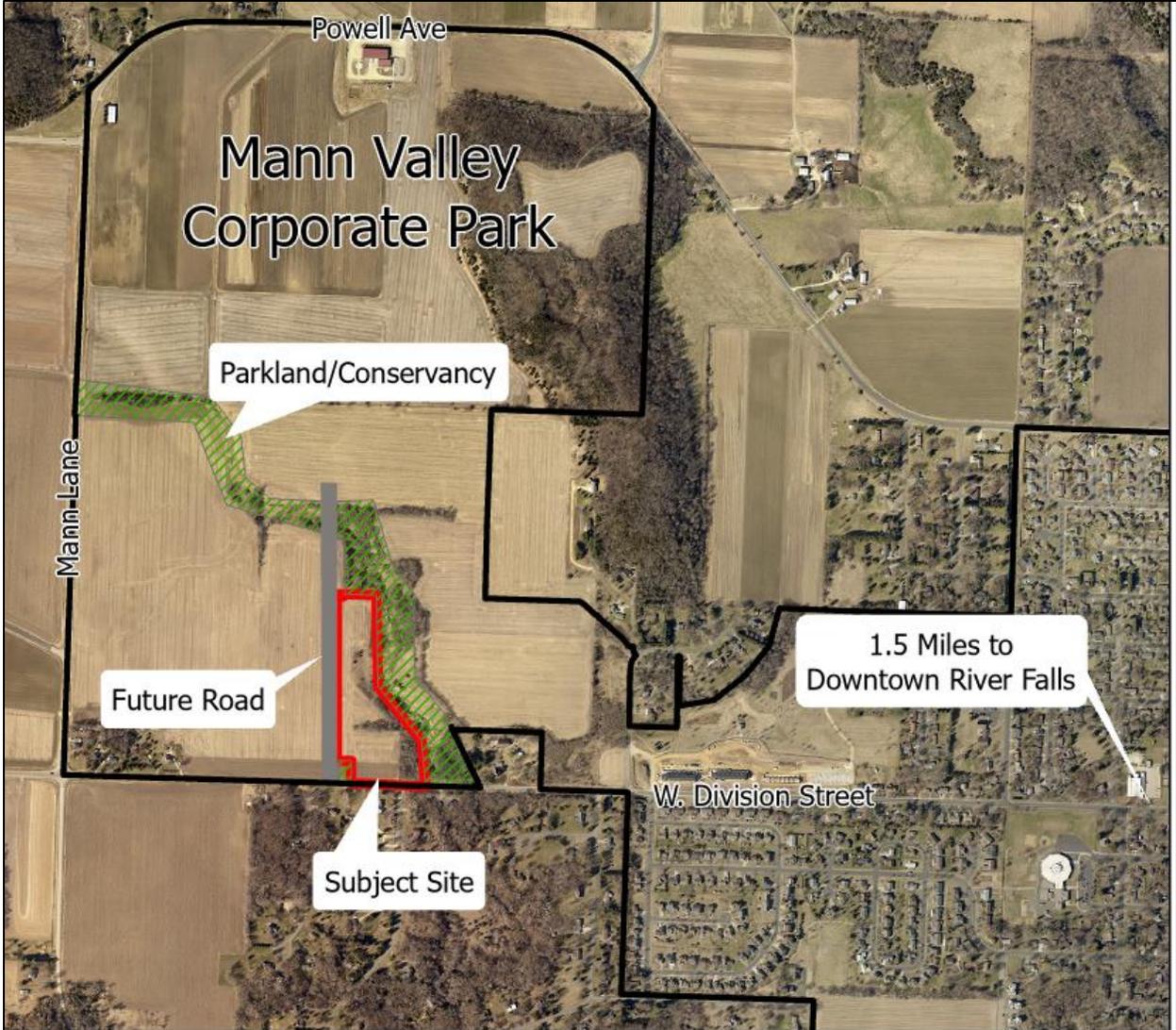
Housing Needs Analysis Summary

In 2022, River Falls contracted with Maxfield Research and Consulting to perform a housing needs analysis for the City of River Falls and its primary market area. The study found a critical shortage of housing in the city and surrounding communities, with just a 0.7% vacancy rate and a supply of only 1.6 months for for-sale units.

While finding a need for all unit types, the study found the need most pronounced for shallow and deep subsidy rentals, and senior housing of all service types. The entire study can be found here: [River Falls 2022 Housing Needs Analysis](#).

Property Description and City Development Goals

The subject property is a 10.2-acre city-owned parcel located in the Mann Valley Corporate Park, and just over a mile and a half west of Downtown River Falls.



In May 2023, the River Falls City Council approved the construction of infrastructure to serve the Mann Valley Corporate Park. Construction will include four and a half miles of watermain and a pressure reducing station, two and a half miles of sanitary sewer with a lift station, one mile of storm sewer, roadway construction, and an approximately two mile multi-use/utility maintenance path. Infrastructure construction is underway and will be completed in October 2024. An applicant can expect to have infrastructure needed for development adjacent to the site. The 10.2 acres is adjacent to a parkland/conservancy area and will have access to off street bike trails and a bike lane along W Division Street.

The City is looking for a creative mixed use design idea for this site, centered around multifamily

residential. The site is currently zoned R-3 Multifamily Residential and we intend the multi-family housing to be the focus. However, the city is open and interested in opportunities for a mixed-use site and would be willing to consider complementary commercial uses in tandem with the multifamily if both the developer and City Staff felt it was a feasible option.

Negotiations

- The sales price for the 10.2-acre parcel is negotiable. The City estimates a value of \$73,500 an acre for the site.
- The City is looking for a minimum of \$25 million in investment once construction is complete.
- The City is open to discussion on financing the necessary public infrastructure improvements; [the City's TIF Policy is here for your reference](#).
- The City anticipates entering into a developer's agreement with the selected firm to address any public infrastructure construction and/or public financing.

Proposal Contents

1. Provide a conceptual site plan with:
 - Building and site layout showing location of structures, parking, and open space amenities.
 - Architectural examples of housing including size of buildings and square footage of room designs
 - Street design, including location of drives and parking
2. Please review the [R-3 Zoning District Standards](#) and the [Multi-family design guidelines](#). Ensure proposals meet or exceed the requirements of the ordinance. If flexibility is needed to accommodate proposals, please provide a narrative describing the flexibility needed and the resulting public benefit.
3. Provide information on the project team (i.e. architect, engineer, etc.) that will work on the project, including but not limited to: role on team, relevant experience, availability, and ability to meet deadlines
4. Provide a minimum of three (3) examples of related experience performed by the firm during the previous five (5) years. Please provide information on your firm's work with other municipalities
5. Provide your firm's overall approach to the project
6. Describe your firm's philosophy of addressing concerns from surrounding residents and neighbors

Submitters are welcome to suggest additional deliverables based on their knowledge of the City.

Submission Procedures and Information for Prospective Developers

1. Submit an electronic proposal via email to Sam Burns at Sburns@rfcity.org no later than **October 20, 2023 at 12 PM**. Submissions received after this date will not be considered. All proposals become the property of the City of River Falls. The City of River Falls reserves

the right to reject any or all submissions, to waive irregularities, or to accept such submissions, as in the opinion of the City, will be in its best interests.

2. Proposals are prepared and submitted at the sole cost and expense of the respondent and shall become the property of the City of River Falls; documents will not be returned.
3. The City of River Falls will review the submissions and select the most highly qualified firm(s) to contact for an interview.
4. The City 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.
5. Questions regarding this RFP shall be directed to Sam Burns, Planner at 715-426-3466 or Sburns@rfcity.org.