



# North 2ndSt Request For Interest October 2025





Office of the Mayor  
Doug Diny

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October 13, 2025

Dear Interested Parties,

The City of Wausau is excited to announce the release of a Request for Interest (RFI) for the development of the N 2nd Street area. We invite developers who are eager to contribute to the enhancement of our community to participate in this opportunity.

The N 2nd Street area represents a prime location for infill development. 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 the historic residential development and welcomes proposals that incorporate 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	October 13, 2025
2. Proposals Due	December 19, 2025
3. Initial Review of Proposals (Economic Development Committee)	January 6, 2026

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

Patrick Gatterman  
Economic Development Manager  
715-261-6686  
Patrick.Gatterman@wausauwi.gov

Sincerely,

  
Doug Diny, Mayor



City of Wausau

North 2<sup>nd</sup> St

Request for Interest

The City of Wausau is seeking parties interested in redeveloping the North 2<sup>nd</sup> St area. This project is the next step in the transition of an area with easy access to the downtown, riverfront, and a bridge across the Wisconsin River.

## Introduction & Background

The City of Wausau, Wisconsin seeks development partners for eight currently separate parcels of City-owned land within walking distance of the Wisconsin River, Riverlife area, and the historic and award-winning downtown. For over a decade, the City has assembled these properties within this key area north of the downtown for redevelopment.

Previous City investment in the area includes redevelopment of former industrial properties into the apartment buildings Trolley Quarter Flats, and Atrium Lofts. Reconstruction of 3<sup>rd</sup> Street and construction of the modern townhouses has further bolstered the area. This location provides easy access to Highway 51 and the west side of the Wisconsin River via Bridge Street. Bridge Street is a state connecting highway and one of three bridges across the river. The nearby 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.

The city welcomes collaborative dialogue with developers and builders to answer questions and provide guidance for successful redevelopment. Desirable proposals should:

- Be creative in land 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 Design Guidelines in the zoning ordinance, highlights the natural amenities and historic neighborhood, and fulfills the unique nature of the site.

## 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.

## City Participation

The property is located in [Tax Increment District #3](#) which has an expenditure deadline of 2027. 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.

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.

## Zoning

The properties are currently zoned residential. The city is willing to work with the Developer to find the most appropriate zoning type. Previous City plans for the site envisioned a medium-density residential or mixed-use development with the commercial portion at the ground-level. The Wausau East Riverfront Brownfield Master plan has a vision for the area; however, this plan was completed in 2015. Given market shifts in housing need and type, more options should be considered. For example, stand-alone commercial on Bridge Street with residential on the south side would also be considered. Public input has indicated support for commercial or mixed-use options. The City wants to see this new development complement and enhance the neighborhood.

## Site Design

The eight parcels in this proposal are the extent of the project area. The City is interested in vacating the one block stretch of 2<sup>nd</sup> St. or reducing the street width. An approximately 30-foot wide utility easement would need to be maintained as well as bicycle and pedestrian access to Bridge Street.

Parcel addresses:

(1501, 1502, 1505, 1508, 1509, 1510, 1514 **N 2<sup>nd</sup> St** and 201 **E Bridge St**)

Parcels total approximately 1.13 acres.

## Environmental

There are no known environmental concerns. The parcels were residential in use until purchased by the City.

## Design Standards

The City zoning ordinance provides design guidance through the [Exterior Building Design Standards](#) chapter and the [Performance Standards](#) chapter. Although the project area is not in a designated historic district, it was a desire of the public input to have a development reflect the historic nature of the neighborhood.

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.

Additional parking for use by neighborhood businesses may need to be included in the development.

## Public Input

Two public input opportunities were held seeking response to the draft of this document. An in-person public input session was held on June 16, 2025 and an input opportunity was made available via the City website. Feedback has been integrated into this document and listed below.

- Inclusion of a commercial space, not strictly residential.
- Housing priced at market rate or a mix of incomes.
- Maintain some level of access on 2<sup>nd</sup> Street.
- Include parking for 3<sup>rd</sup> St businesses.
- Appearance that complements the historic neighborhood
- Development may be multiple separate buildings or one building.

For a complete listing of the responses, inquire with the Economic Development Manager.

## 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):

<b><i>Proposal is creative in its use and adds value to the neighborhood and surrounding businesses.</i></b>	25 Points
<b><i>Proposal maximizes the use of the site and provides significant taxable value to the City.</i></b>	25 Points
<b><i>Developer possesses diverse resources, a successful track record, and strong financial backing for the project.</i></b>	20 Points
<b><i>Proposal complements established neighborhood, the overall vision for the area, and reflects public input.</i></b>	20 Points
<b><i>Proposal offers a reasonable purchase price to the City and limits the public assistance request.</i></b>	10 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.

## Supporting Documents

The city has undertaken various plans that may help inform future planning efforts of this area.

[Comprehensive Plan](#)

[Strategic Plan](#)

[Wausau Metropolitan Area Regional Housing Assessment](#)

[East Riverfront Brownfield Plan](#)

## Deliverables

### 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.)
9. Maximum of 15 pages.
10. **Proposals are due to the Economic Development Manager by December 19, 2025 at 11:59pm.**

**City of Wausau  
407 Grant St  
Wausau, WI 54403**

**Patrick Gatterman, Economic Development Manager  
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715-261-6686**