

Park Falls, Wisconsin

Request for Proposals:

Tower Road Housing Development



November 25, 2025

INTRODUCTION

PROJECT SUMMARY

The City of Park Falls, Wisconsin, seeks competitive development proposals from qualified developers to help the City with our current housing shortage. The Tower Road property (the Development) area is comprised of two parcels located at the north end of Park Falls. The site is located along Tower Road on the west, which has access to STH 13 within one quarter mile. A housing study was completed by the City in 2021 which shows the clear need for housing within the City of Park Falls. Any proposed development should complement the surrounding rural neighborhood and be successful in the current marketplace.

REDEVELOPMENT PROJECT GOALS

The City of Park Falls' goals for this development site include the following:

1. Facilitate an appropriate housing development density.
2. To provide housing that meets the diverse needs of the City, offering options for a mix of ages and incomes.
3. To provide a development that is sustainable, including environmentally sensitive, energy efficient, and considers existing infrastructure.
4. Design approach that integrates the development with the surrounding neighborhood area, enhances community character, and provides connectivity.

BACKGROUND

THE CITY

The City of Park Falls is located in northern Price County, with a population of 2,462, and supported by numerous industries including St. Croix Rods and Weather Shield. The Chequamegon School district is highly rated and provides education for K-12. A YMCA is located in the community, which opened in 2025, and it provides a daycare, community center, and a workout facility. In addition, a Regional BART (Bay Area Rural Transit) Bus garage which provides door-to-door pickup service in the region is located in Park Falls. The City has begun to see a resurgence over the last 4 years and is expected to continue to grow in industry, tourism, and commercial establishments. Park Falls has 5-minute access to hundreds of thousands of acres of public land, providing abundant opportunities for outdoor recreation, including hunting, fishing, hiking, camping, kayaking, and boating etc.

In 2021, the City of Park Falls in partnership with the City of Phillips completed a Housing Study, which has clearly shown the need for multi-family, duplex, single family homes (copy of study attached). The report identifies various housing deficiencies in the City and region which need to be met, including affordable housing, new market rate rentals (2-3 bedrooms), and housing to serve the aging population (senior, assisted).

PROPERTY DESCRIPTION

Property Summary

The Tower Road Housing Development consists of two parcels (see attached maps). The Development area consists of wooded acres, with property elevations ranging from 1538 in the Northeast part of the property to 1511 in the Northwest, and the property generally slopes toward the West. The site is bound by Tower Road on the West side and single-family homes and commercial developments on the East side. The property has sewer and water located on the West and East sides of State Highway 13. The property is in the City's TID# 5, which began in 2019. The land is currently zoned R-2 Residential which allows for all housing types under our zoning ordinance. A conditional use permit is currently required for multiple primary structures on the same lot.

Property Ownership

The property is owned by the City of Park Falls. The City will work with the selected developer to achieve any proposed subdivision of the property and/or dedication of desired right-of-way that may be necessary to carry out the proposed development.

PROPOSAL FORMAT AND REQUIREMENTS

Proposals that do not address the items listed in this section may be considered incomplete and deemed non-responsive. It is the responsibility of the entity submitting proposals to determine the actual efforts required to complete the project. Interested entities should submit a proposal that includes the following:

- 1) A cover letter indicating your interest in the project and identifying why the firm is uniquely qualified for this project.
- 2) A brief description of the firm including its structure, capabilities, length of time in business, and experience with similar projects. Provide the name, address, phone number and email address of the key contact person. Also identify any proposed subcontractors.
- 3) Provide information about relevant completed development projects undertaken with concentration on those comparable in scale, nature, process, and function to this project. Provide the name, email address, and phone number of at least two community references.
- 4) Project Description: Provide a brief narrative describing what is proposed for construction, including as applicable: number of housing units, unit sizes, bedroom mix, for sale/rent, approximate sale/lease rates, incomes served, ages served. Include estimated timetable for construction and phasing plan. Also identify any commercial/institutional uses proposed and explain. Explain how the proposed project will achieve the desired project goals. Include approximate development costs anticipated to complete the project.
- 5) Identify the proposed purchase price for the land.
- 6) Concept plan: Submit a **conceptual** site plan showing initial ideas for site layout, uses,

streets, access drives, parking, utilities/infrastructure, stormwater, landscaping, and other features. Also provide conceptual elevations and floor plans.

- 7) Identify the anticipated financial investment required for the development (broken down by phases if applicable). Also provide a statement of Developer's financial ability.
- 8) If any responding firm wishes to subcontract any portion of this project, the information contained in item 3 should also be provided for the subcontractor.

SUBMITTAL REQUIREMENTS

Proposals must be received by 2 PM Local Time, Thursday, January 8, 2026. The submittal must include three (3) paper copies and one (1) Electronic File (email/pdf or flash drive).

Label submittal: Tower Road Housing Development.

Submit to: City of Park Falls
Attn: Scott Kluver, City Administrator
P.O. Box 146
Park Falls, Wisconsin 54552
admin@cityofparkfalls.com

EVALUATION AND SELECTION PROCESS

The City of Park Falls, Common Council will evaluate proposals based on a variety of factors, such as:

- Overall Concept Plan proposed and satisfaction of goals for the project area
- Extent to which proposed development maximizes the use of the site and provides for taxable value
- Qualifications and Experience of the firm and key personnel
- Demonstrated relevant experience in similar development projects and positive references
- Estimated level of investment and financial capability of developer
- Anticipated project timeframe for completion/phasing

If interviews are desired by the Council, firms will be given ample time to prepare.

TIMETABLE

RFP Release Date	November 25, 2025
Proposal Due Date	2:00PM January 8, 2026
Decision Deadline	March 1, 2026
Contract begins	April, 2026

Details considered during the evaluation process will include, but are not limited to: adherence to the specified requirements, cost, timeline for completion, competency and qualifications of the applicant, prior experience, and any potential conflicts of interest.

RIGHTS RESERVED by the CITY OF PARK FALLS

This Request for Proposals does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals in anticipation of a contract.

The City of Park Falls reserves the right to:

- Make the selection based on its sole discretion
- Reject any and all proposals without prejudice
- Issue subsequent Requests for Proposal
- Postpone opening for its own convenience
- Remedy technical errors in the Request of Proposal process
- Approve or disapprove the use of particular sub-consultants
- Negotiate with any, all, or none of the Proposers
- Solicit best and final offers from all or some of the Proposers
- Waive informalities and irregularities in the proposal
- Request clarification of the information submitted
- Request additional information

INQUIRIES

Questions regarding this RFP must be in writing and sent via the U.S. Mail or e-mail to Scott Kluver (admin@cityofparkfalls.com). All questions will be responded to in writing, provided to all parties requesting an RFP for which the City has contact information, and treated as an addendum to the proposal packet.

PROPOSER RESPONSIBILITY

Interested parties have the responsibility of understanding what is required by this solicitation. The City shall not be held responsible for any firm's lack of understanding. This solicitation contains a brief description of the project site. The City makes no representations as to the conditions of the project site and no employee or any other representative of the City of Park Falls has authority to make any oral or written representations as to the conditions of the project site. Proposers are responsible to assure delivery prior to the deadline. Do not assume that a guarantee by a mailing service will ensure that the proposal is received by the deadline.

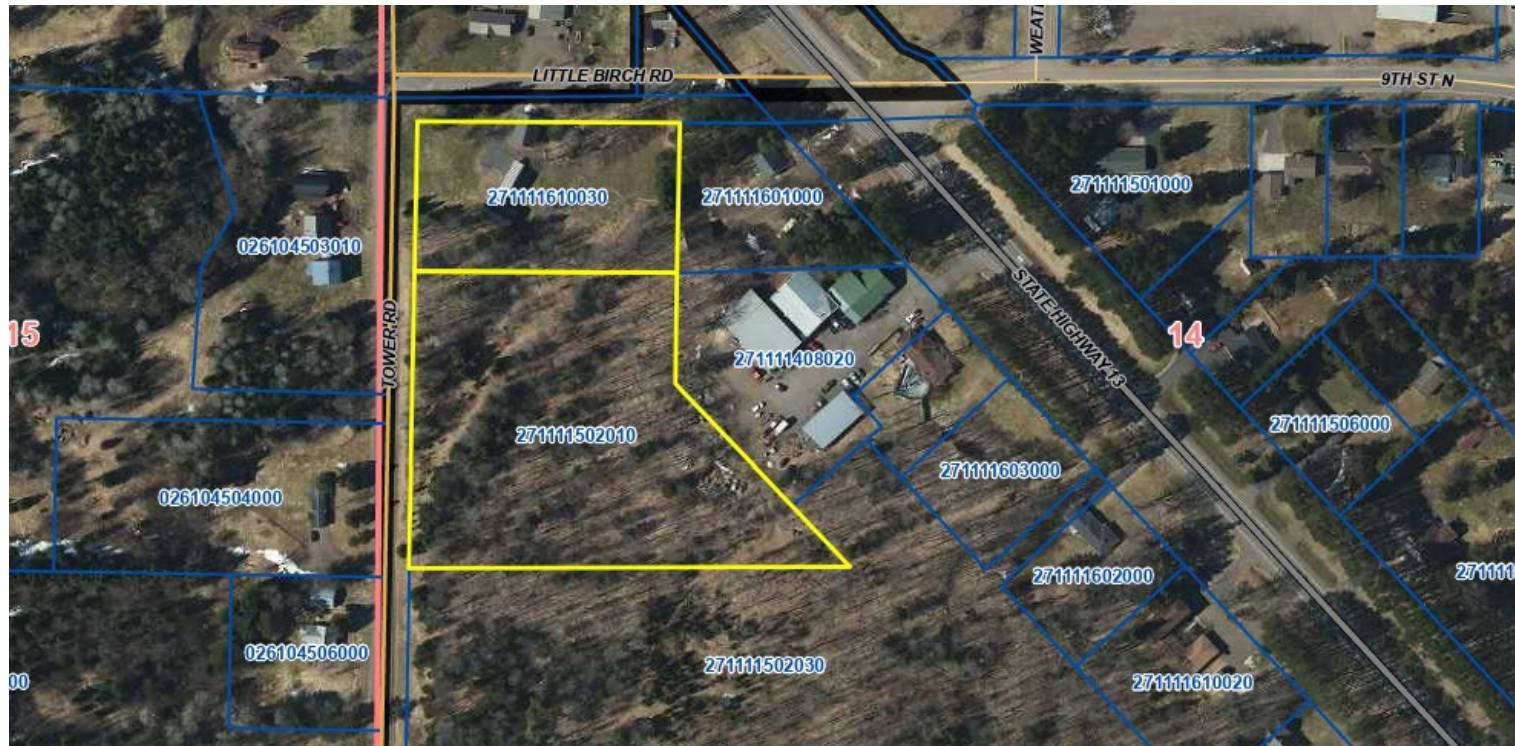
CONTRACT

No contract shall be in effect until the City executes a signed contract agreement.

WITHDRAWAL

Proposals may be withdrawn by written notice received at any time prior to the proposal closing date and time. Proposals may also be withdrawn in person by an officer or by a representative of the firm, provided that the representative signs a receipt for return of the proposal.

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