

REQUEST FOR PROPOSALS

Trail View Development



City of Platteville
75 North Bonson Street
Platteville, WI 53818

January 2026

INTRODUCTION

The City of Platteville seeks competitive proposals from experienced developers to help the City provide additional housing for the community. The City is looking for development partners for approximately 35 acres of vacant land that it owns on the east side of the City. The land is being made available in 3 sections, but the City will accept proposals from developers interested in more than one section. The City is willing to provide financial assistance to the selected developer through a tax increment finance district.

GENERAL COMMUNITY INFORMATION

The City of Platteville has a population of 11,836 and is approximately 75 miles southwest of Madison, Wisconsin and 20 miles northeast of Dubuque, Iowa. The City is home to the University of Wisconsin-Platteville and serves as a regional retail and service center. The City is also home to the Southwest Health Center, which is a growing community health provider that has over 630 employees and serves the region with a hospital and five area clinics. The City's historic downtown is listed on the National Register of Historic Places, which, along with other cultural and historical sites, attracts visitors from the area. The City has a very successful industrial park, which is home to a variety of industrial and commercial businesses that provide employment opportunities for the entire region.

PROPERTY INFORMATION

Property Summary

The Trail View Development site includes approximately 35 acres of undeveloped land. The site consists of five tax parcels: 271-02442-0000, 271-00340-0000, 271-00341-0000, 271-342-0000, and 271-02460-0010. The development area is bound by Madison Street on the North, Lincoln Street on the West, and Jackson Street on the South. The property has sewer and water mains located adjacent to and within the property, as shown on the attached maps. The land is currently zoned a combination of residential and conservancy, but the City is anticipating a change in the zoning to accommodate the selected residential development. The Comprehensive Plan identifies this land for low-density, medium-density and high-density residential development.

The surrounding area consists of a variety of single-family residential, multi-family residential, parkland and farmland. The property to the South has historically been used for commercial and industrial uses, but the property owner is interested in pursuing a redevelopment of the site as a mixed-use development to include commercial and multi-family uses. The David Canny Rountree Branch Trail is a non-motorized recreational trail that is located along the Southeast border of the property and also extends North through the site to connect with Mound View Park.

Part of the site is located in the regulatory floodway, and a portion is designated as a Zone A floodplain. There are no other known environmental concerns with the site.

The property is owned by the City of Platteville. A portion of the site that is adjacent to the recreational trail and the stream will continue to be owned by the City and will be used for recreational and conservation purposes. The City will work with the selected developer(s) to achieve a subdivision of the property, dedication of desired right-of-way, and the granting of easements that may be necessary to carry out the selected development.

Development Sections

The City will be accepting proposals for the purchase and development of the site in three sections, but the City will accept proposals from developers interested in more than one section:

Section 1. This section is located in the Southwest portion of the site and is accessible from Jackson Street, Grant Street and Lincoln Street. An extension of Lincoln Street South through this section to connect with Jackson Street is desired to be included as part of the development. Water service is available on the North and South edges of the section, and sanitary sewer mains are located on the North and South sides and also extend through the section. The land slopes primarily to the Southeast. This section is approximately 12.5 acres.

Section 2. This section is located in the Northwest portion of the site and is accessible from Lincoln Street and Madison Street. Water and Sanitary services are available along the West boundary of the section in Lincoln Street. The land slopes to the East. This section is approximately 4.5 acres.

Section 3. This section is located in the Eastern portion of the site and is accessible from Madison Street. Sanitary sewer service is available along the West and South boundaries of the section. Water service is currently not available to this section but it could be extended from the intersection of Madison Street and Lincoln Street. The land slopes to the West and South. This section is approximately 7 acres.

DESIRED PROJECT

The City seeks innovative proposals from developers interested in collaborating on this venture who are eager to contribute to the enhancement of our community. 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 is in need of more housing of all types, particularly small single-family homes, duplexes, condominiums, elderly housing, and market-rate multi-family. The City envisions that a variety of housing types could be a part of this development. Successful proposals should be creative and include uses that complement the existing uses, while also maximize the property tax value of the land.

The City's goals for this development site include the following:

1. Provide housing that meets the diverse needs of the City, offering options for a mix of ages and incomes.
2. Provide an appropriate housing development density for the area.

3. Integrate the new development with the surrounding neighborhood area and enhance the community character.
4. Provide improved street and sidewalk connectivity in the area.

TIF ASSISTANCE

The City will be creating a new mixed-use tax increment finance district in 2026 that will include the Trail View Development site and the adjacent properties to the South. The City is willing to provide financial assistance to the selected developer through a pay-as-you-go TIF financing agreement. The primary focus of the incentives will be to assist with the cost of necessary infrastructure improvements, but other assistance may also be available. The details and terms of the assistance will be negotiated with the selected developer and will be based on the proposed project.

PROPOSAL REQUIREMENTS

The proposals should be labeled “Trail View Development” and mailed or delivered to the City of Platteville, 75 N. Bonson Street, Platteville, WI 53818. The proposals can also be submitted electronically to carrollj@platteville.org. The proposals should be submitted by **4:30 p.m. on March 30, 2026**.

The proposals should include the following information:

Developer Experience

- Briefly describe the experience and background of the developer. Include information on previous related projects.

Desired Section

- Indicate which section or sections are proposed for the development.

Development Description

- Provide a general description of the proposed development.
- Submit representative site plans and building elevations. These could be plans or photos from a similar project that give an indication of the type of development proposed.
- Describe any unique design elements or features of the development.

Schedule, Costs and Financial Projections

- Indicate the offering price to be paid for the land.
- Provide an estimated timetable for development of the project.
- Include an estimated market value of the development when completed.

Related Documentation

- Indicate what zoning modifications or other changes are needed to complete the project.
- The proposal should clearly indicate what financial assistance or other public participation is requested from the City.

SELECTION PROCESS

The proposals will be evaluated using the following criteria:

- Degree to which the proposal meets the development goals for the site.
- Estimated total project costs and estimated tax base to be generated from the project.
- Developer's expertise, experience, and financial capacity.
- Proposed development schedule.
- The amount of financial assistance requested.
- The purchase price to be offered for the site.
- Other benefits to the community.

CONTACT INFORMATION

Questions can be directed to:

Joe Carroll, Community Development Director
City of Platteville
75 N. Bonson Street
Platteville, WI 53818
608-348-9741 ext. 2235
carrollj@platteville.org

ADDITIONAL INFORMATION

The selected developer will be required to enter into a development agreement with the City regarding the details of the development and the terms and conditions of any public assistance that is provided for the project. Selected developer shall apply for any necessary zoning and land division approvals needed to achieve the proposed development.

The contents of this packet are for informational purposes only and the representations made herein are without warranty. Developers should rely exclusively on their own investigations and analysis of the site.

The City reserves the right to:

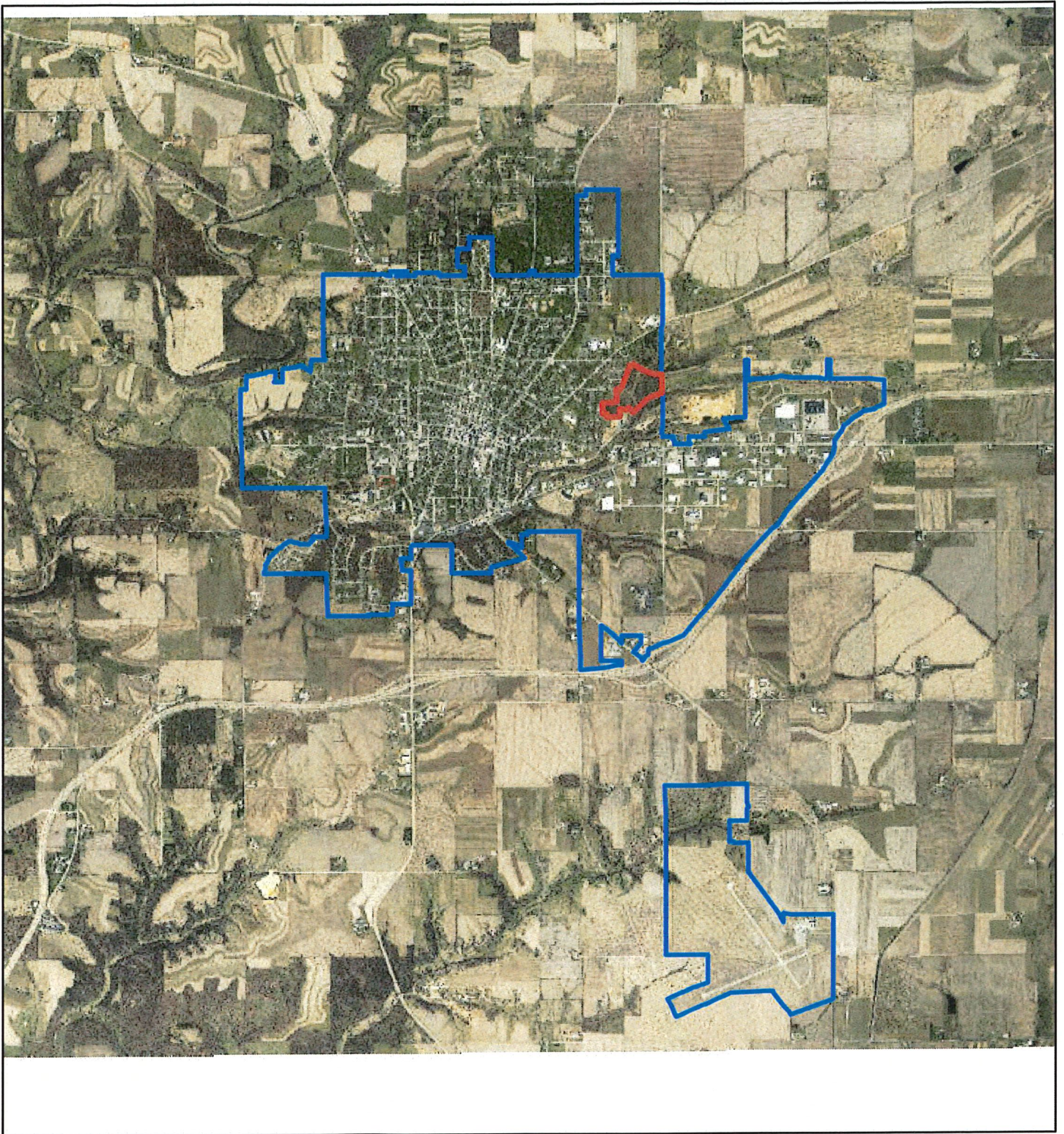
- Make the selection based on its sole discretion.
- Reject any and all proposals and issue subsequent Requests for Proposals.
- Remedy technical errors in the Request for Proposal process.
- Negotiate with any, all, or none of the Proposers.
- Solicit best and final offers from all or some of the Proposers.
- Waive informalities and irregularities in the proposal.
- Request additional information and clarification of the information submitted.

Thank you for your consideration and interest in Platteville.

ATTACHMENTS

Location Map
Site Map
Development Section Map
Sanitary Sewer Map
Water Main Map
Storm Sewer Map
Recreational Trail Map
Potential Street Connection Map
Topographic Map

City of Platteville



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 City Boundary

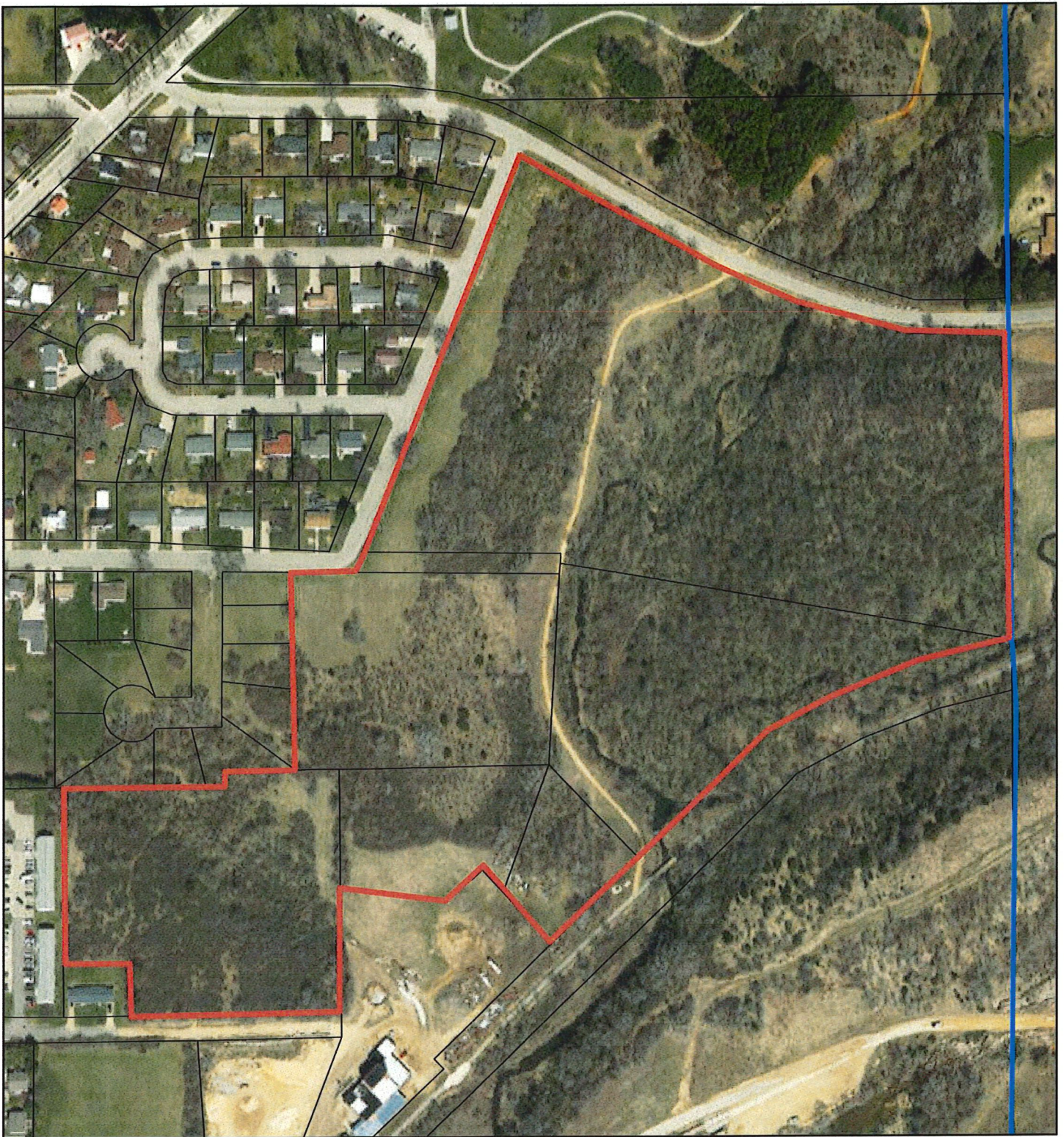
 Trail View Development Site

1:72,224

0 0.45 0.9 1.8 mi

0 0.5 1 2 km

City of Platteville

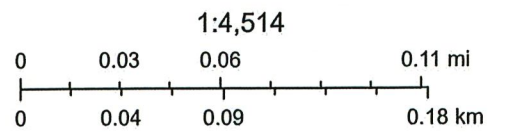


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 City Boundary

 Parcel Data (2023)

 Trail View Development Site



City of Platteville

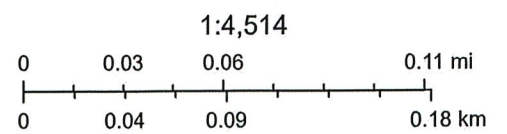


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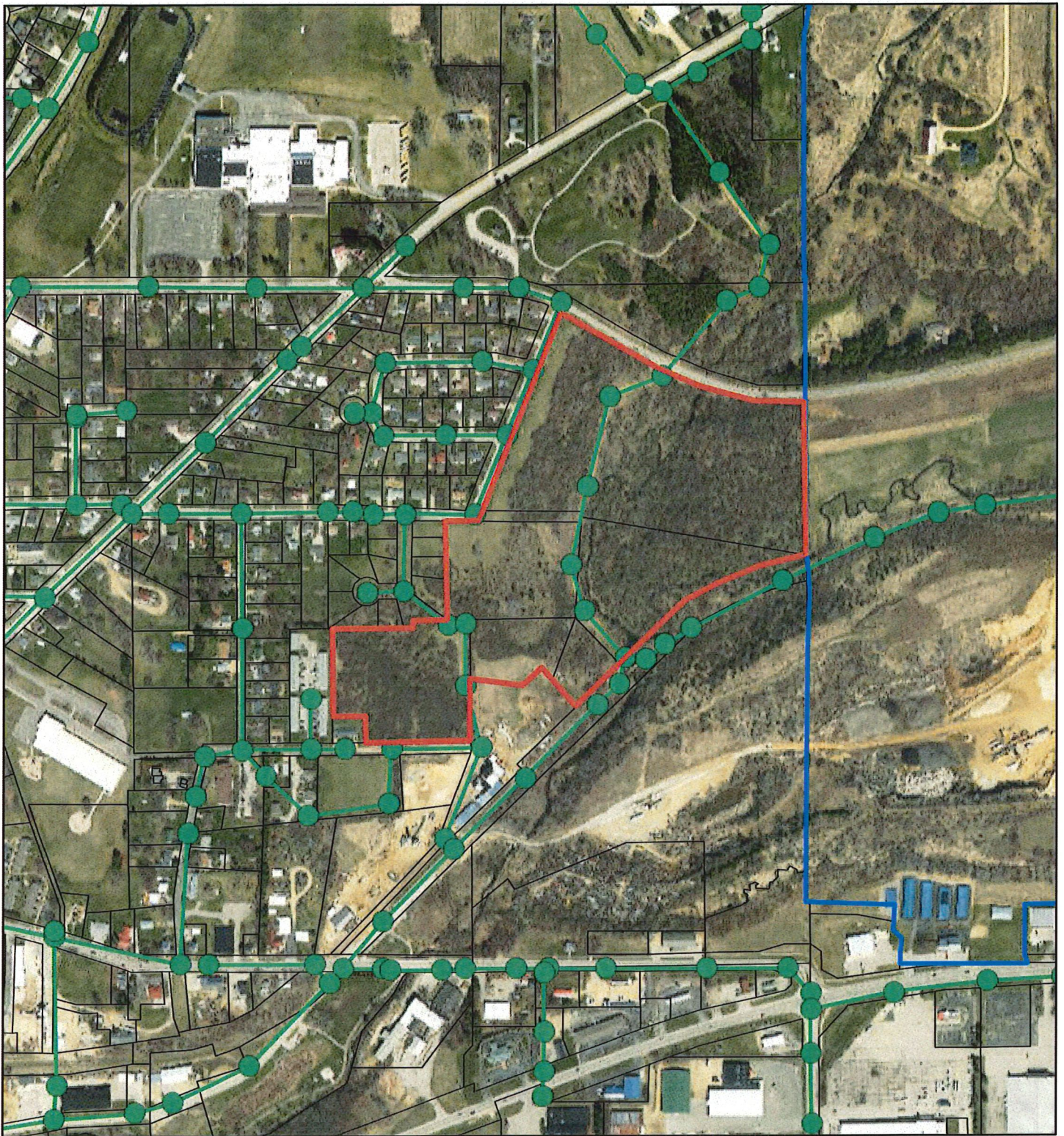
 City Boundary

 Parcel Data (2023)

 Trail View Development Site

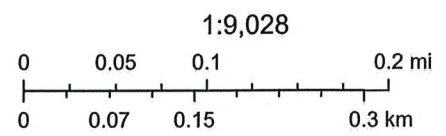


City of Platteville

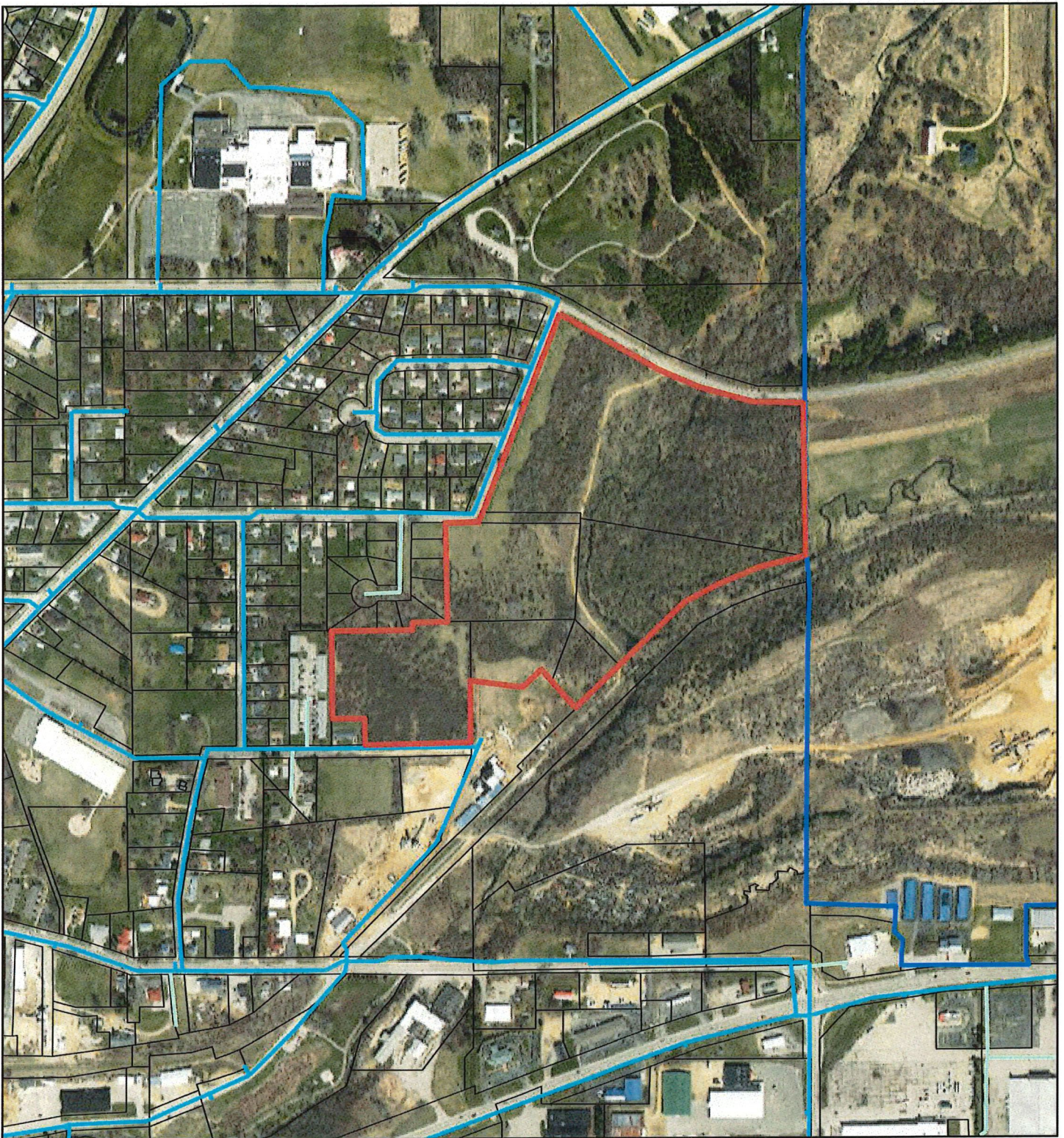


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-  City Boundary
-  Sanitary-Manhole
-  Sanitary-Main
-  Parcel Data (2023)



City of Platteville



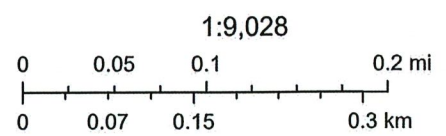
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 City Boundary

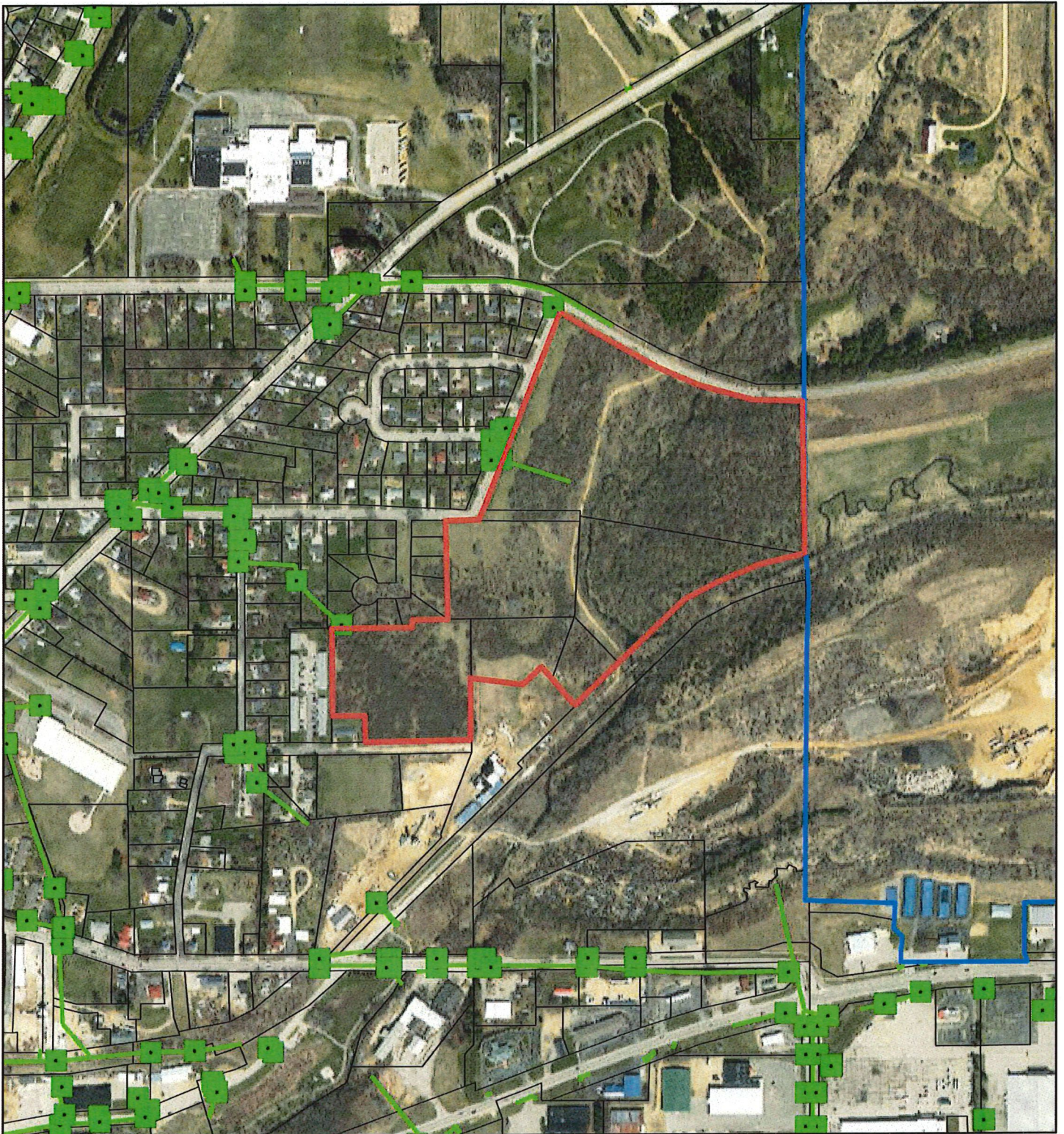
 Water-Main

 Water-Private Main





 Parcel Data (2023)

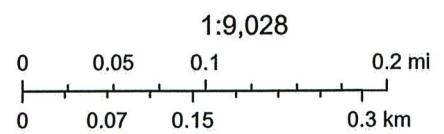


City of Platteville



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
-  City Boundary
-  Storm-Inlet
-  Storm-Main
-  Parcel Data (2023)



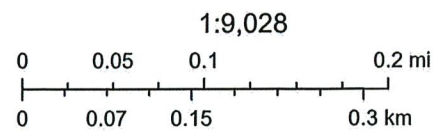
City of Platteville



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-  City Boundary
-  Parcel Data (2023)

 Recreational Trail



ArcGIS Web Map



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-  Municipal Boundary
-  1ft Contours
-  Intermediate
-  Intermediate Depression
-  Index Depression
-  Index

