

NEW RESIDENTIAL ABOVE COMMERCIAL DISTRICT LANDMARKS ENTERTAINMENT NEIGHBORHOOD SHOPS

City of Marshfield, Wisconsin Historic Weinbrenner Shoe Company Property Redevelopment REQUEST FOR Qualifications

FAMILY PLAZA



Issued: November 8, 2024

Due: December 20, 2024

City Contact:

Steve Barg, City Administrator

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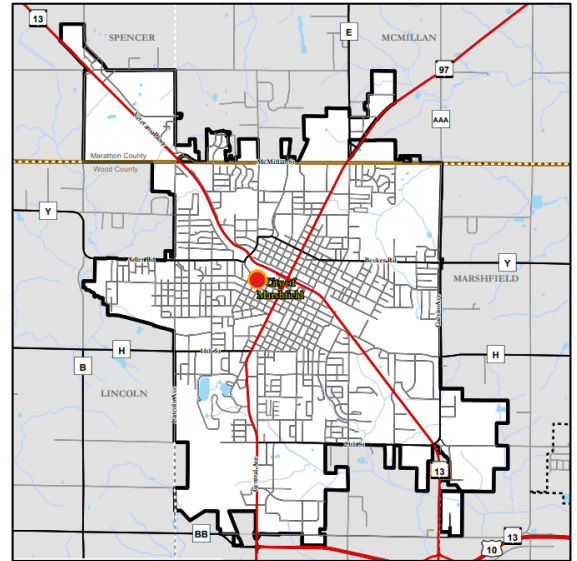
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Summary

The City of Marshfield is seeking Statements of Qualifications from interested development entities for the adaptive reuse of the historic Weinbrenner shoe factory. This magnificent 89-year old building is owned by the City and is listed on the National and State Registers of Historic Places. It has been in continual use as a footwear manufacturing site operated by the Weinbrenner Shoe Company. Weinbrenner will be relocating in early 2026 to a new facility in Marshfield. Immediately following their relocation, the City would like to immediately transfer the property to a qualified developer (or development team) for a dynamic reuse project.

Located in Wood and Marathon Counties in central Wisconsin, Marshfield is a thriving community of nearly 20,000 residents and the area is home to several large employers including the Marshfield Clinic, Roehl Transport, and Forte Opening Solutions (formerly Masonite), among many others. The City constructed the Weinbrenner Building during the Great Depression to attract an employer, and the Weinbrenner Shoe Company has occupied the building ever since. The reuse of the building was a centerpiece of the recently completed West Second Street District Redevelopment Plan, which the City is actively implementing.



The City and Community Development Authority (CDA) see great potential in the approximately 90,000-square-foot building and 2.49-acre property. They foresee a likely reuse as residential units with potential for some ground floor commercial, but they are open to other uses that would further the goals of the project and the [West Second Street District Redevelopment Plan](#). Toward that end, the City and CDA are seeking a development entity it can work in partnership with to bring about an active reuse of this historic property. A tour of the property will be conducted on December 5, 2024, at 2pm (registration required, please email City Administrator, [Steve Barg](#)), with Statements of Qualifications due on December 20, 2024. The City will select a partner in early 2025 and work with them to craft an exciting and feasible redevelopment plan that will be ready for construction in early 2026 as soon as Weinbrenner vacates the building. This RFQ provides more detail on the building, its surroundings, and the information being requested of interested parties.

The Historic Weinbrenner Building

History and Building Information

Constructed by the City of Marshfield during the Great Depression with the intention of attracting a major employer, the original three-story, 45,000-square-foot brick and steel Weinbrenner Building has served as a manufacturing facility for the Weinbrenner Shoe Company from 1935 to the present day. One-story additions constructed in 1950 and 1956 added 49,000 square feet for a total of 94,000 square feet. This 2.49-acre property is located at the west end of downtown Marshfield at 305 W. 3rd Street. A wide range of footwear is made in the facility, including their flagship product line, Thorogood Work Boots, which have been used by everyone from Boy Scouts to the US military to construction workers across the country and around the globe. A site plan and floor plans can be found here: [Site Plan](#) and [Floor Plans](#)

The Building is listed on the National Register of Historic Places and the State Register of Historic Places, making historically sensitive reuse eligible for federal and state Historic Preservation Tax Credits. Documentation on the property's historic status can be found here: [Weinbrenner Historical Documents](#)

Property Zoning

The property is zoned for industrial, and the future land use plan of the City’s Comprehensive Plan recommends the site for Downtown Mixed Use. The City anticipates the zoning being changed to accommodate the agreed upon reuse. The City’s [zoning code](#) and [Comprehensive Plan](#) are available online.

Known Environmental Conditions

The City commissioned a Phase 1 Environmental Site Assessment (ESA) in the fall of 2024. The ESA found that past or current uses and conditions will warrant a Phase 2 ESA involving sampling and testing of the soil or groundwater. The ESA Phase I report can be found [here](#). The City intends to prepare an asbestos survey which will be provided when available. Respondents are advised to check the [project webpage](#) for updates.

Property Availability and Transfer

The Weinbrenner Company’s manufacturing processes have become more sophisticated, requiring them to seek a new manufacturing facility with modern features not available in the 1935 building. As a result, the company and the City entered into an agreement for the company to build a new facility in the City’s business park with construction to be finished in late 2025 and the Weinbrenner Company’s relocation to be completed by the end of the first quarter of 2026. It is the City’s desire to have a redevelopment project lined up with a qualified developer who can take possession of the property and begin construction immediately upon the property’s availability.

West Second Street Redevelopment Plan

City of Marshfield

The City of Marshfield had a population of 19,478, and Wood County and Marathon County had populations of 73,929 and 137,863 respectively, as of 2022. The City offers an exceptional quality of life and provides a wide range of amenities and services. These include Wenzel Family Plaza and Chestnut Center for the Arts in downtown Marshfield, Wildwood Park and Zoo, entertainment venues such as ax throwing, golf simulator, escape room, craft beer/wine tasting pub, new restaurants and retail shops throughout the City, and more. The community also features a vibrant downtown with several year-round festivals and regional shopping destinations. More about offerings in Marshfield and the surrounding areas can be found at the [Visit Marshfield](#) website. Most daily needs and employment opportunities can be met in town, and the community is within easy driving distance to Stevens Point (40 minutes), Wisconsin Rapids (40 minutes), and Wausau (50 minutes).

The [School District of Marshfield](#) provides pre-K-12 education to the City and surrounding area, with Marshfield High School being ranked in the top 50 in the state according to US News and World Report. The community also has two parochial schools. The [Mid-State Technical College Marshfield Campus](#) and [UW-Stevens Point at Marshfield](#) each offer a wide variety of degree and training programs, and the main campus of the [University of Wisconsin-Stevens Point](#) is only a short distance away.

Marshfield is home to the [Marshfield Clinic Health System](#), the largest private medical group practice in Wisconsin and one of the largest in the US. Its main campus in town has more than 6,000 employees as of 2023. Across its 50 locations throughout the state and the Upper Peninsula of Michigan, it provides 170 specialties, with more than 12,000 employees and 1,600 medical providers serving a 45,000 square mile area. Other large private employers in the area include Masonite (425 employees), and Roehl Transport (407 employees), among others. The [Marshfield Area Chamber of Commerce and Industry](#) serves the entire business community and [Main Street Marshfield](#) serves as a catalyst for

revitalizing the downtown area through concentrated efforts of organization, promotion, design, and economic vitality. An economic profile of the community for 2024 can be found [here](#).

West Second Street District

In 2022, the City adopted the [West Second Street District Redevelopment Plan](#) in compliance with Wis. Stat. §66.1333. The West Second Street District comprises the area immediately west of Central Avenue, Marshfield’s “Main Street.” The plan sets a detailed vision and implementation strategy for transforming the West Second Street District into a vibrant, walkable, and exciting area within downtown Marshfield. Through investment in the built environment, eliminating blight, and ensuring appropriate land uses, the City will create an attractive destination for new and existing residents. Accompanying this with new streetscape and public space improvements will ensure a reuse approach that is comprehensive in addressing site challenges and constraints while maximizing future opportunities and enabling new ideas.

Supporting “themes” incorporated throughout the District include:

- *Historic Working District* – a place where workers, craftspeople, and artisans have historically created and manufactured items and continue that tradition today
- *“Made New”* – the West Second Street District brings new elements such as food, art, and music
- *Upham House Historic District* – references to the historic Upham House and its historic character are present throughout the West Second Street District
- *Arts* – building on existing visual and performing arts here, the District brings new art and performance spaces
- *Sports & Recreation* – find new opportunities for field sports, biking, fitness, food, and wellness throughout the District

West Second Street District
Marshfield’s newest hub for community gathering, living, working, and playing, the West Second Street District will offer new housing options and entertainment, dining, art, and sports venues that blend the best of the old and the new and tie together the heart of downtown Marshfield.

Weinbrenner Building Potential Reuse

The West Second Street District Plan identified the reuse of the Weinbrenner Building as a catalyst for driving redevelopment and reinvestment throughout the District and an opportunity to imagine the next 100 years of this magnificent structure. The building, with its attractive brick façade, historic industrial-style windows, and eye-catching, hand-painted sign, is a landmark within the West Second Street District and downtown. Its architectural character enriches and sets the tone for the character of new development in the rest of the District. The dominant three-story factory wing facing S. Walnut Avenue is a natural choice for restoration and reuse as residential, and the one-story administrative wing on W. 3rd Street could be used as an entry and for common space. The ground level one-story space (now a loading dock) on the corner of W. 2nd Street and S. Walnut Avenue represents a prime opportunity for a unique restaurant, café, coffee shop, or other public-facing use. The one-story portion of the building along W. 2nd Street could be restored and rehabilitated for commercial purposes (i.e., retail, entertainment, studio and community work space) and possibly for covered parking.



Reuse Objectives

Based on the recommendations in the West Second Street District Redevelopment Plan, the City's objectives for reuse of the buildings include:

- Preserve and enhance the building and its historic features (including the sign on the east side of the building)
- Promote the history of the building with exhibits (or other creative homages) that are visible to the public
- Activate W. Second and S. Walnut Streets with ground floor uses open to the public
- Promote walkability while adequately addressing parking needs for occupants and visitors
- Increase the real estate tax base
- Use local contractors in the property redevelopment
- Serve as a catalyst for redevelopment throughout the West Second Street District

Potential Reuses

Consistent with the recommendations in the West Second Street District Redevelopment Plan and reuse objective listed above, potential uses may include, among others:

- Multifamily housing
- Office space
- Art gallery or museum
- Ground floor restaurant, café, retail, and/or entertainment
- Ground floor daycare, nonprofit space, or community oriented uses
- Community makerspace

The City is open to a wide range of proposals that could include affordable housing, senior living, sustainability practices, and/or family friendly activities. The City is looking for a partner with a willingness to collaborate with local businesses and organizations to embed themselves into the Marshfield Community.

Potential Funding Sources

Funding sources potentially available to assist with the cost of redevelopment include:

- State and federal [Historic Preservation Tax Credits](#)
- WEDC [Community Development Investment Grant](#)
- WHEDA [Infrastructure Access, Restore Main Street, and Vacancy to Vitality loan programs](#)
- [Housing tax credits](#)
- [Tax increment financing](#)
- [The Central Wisconsin Economic Development Fund](#)

Submittal of Statements of Qualifications

Submittal Contents

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

Cover: Include project name, respondent name, and date (1 page).

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 RFQ 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 narrative summary (3 pages max) expressing your team’s:

- Project understanding and interest
- Project approach and potential redevelopment 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 reuse plan
- Tentative project schedule

Format, Transmittal and Questions

The entire submittal, including all appendices, must be provided in a single PDF file and delivered electronically to the City **no later than 4:00 pm, December 20, 2024**. Use the subject line “Weinbrenner Building Reuse Submittal,” and transmit the file, or a link to the file, to Steve Barg, City Administrator, at Steve.Barg@ci.marshfield.wi.us

Any addenda to this RFQ will be posted to the [project webpage](#). Please monitor the webpage for addenda.

Questions about the contents of this RFQ can be submitted via email to Steve.Barg@ci.marshfield.wi.us by December 6, 2024, at 9am. All questions will be recorded, and responses posted to the [project webpage](#) on December 9, 2024. Questions and inquiries submitted after the deadline will not be answered.

Evaluation of Statements of Qualifications

The City will create a Project Team consisting of City staff, Marshfield Community Development Authority (CDA) members, and City Council members to evaluate all submittals, conduct interviews, and recommend a preferred developer to the full CDA and 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 RFQ;
- 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 Project Objectives as described in this RFQ and the recommendations of the West Second Street Plan;
- The proposed approach to working with the City as a partner to craft and execute on 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 selecting a qualified development team 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.

The City will conduct a one-time tour of the building to minimize disruptions to the Weinbrenner Company’s ongoing operations. **Pre-registration is required** so the City and Weinbrenner can plan accordingly. Please contact [Steve Barg](#) using the contact information provided on the cover of this RFQ to register. **Please do not contact the Weinbrenner Company directly with any questions related to this RFQ or to seek access to the building.**

Any questions about the contents of this RFQ should be directed to Steve Barg with the deadline for written submissions shown below. As part of the tour, the City also will conduct a Q&A with attendees and will post those along with responses to written questions.

As noted below, the City intends to enter into an exclusive right to negotiate with the selected developer during which time the specifics of the project and the City’s potential involvement will be determined. This will culminate in the preparation and approval of a binding development agreement that the developer and City can rely upon as they move forward with project implementation. Weinbrenner is expected to vacate the building in the first quarter of 2026, and it is the City’s goal to transfer the property as soon as possible thereafter.

Task	Timing
Developer Selection Process	
RFQ Issued	November 8, 2024
Building Tour (registration required, contact Steve Barg to register)	December 5, 2024 at 2pm
Questions Due	December 6, 2024 at 9am
Response to Questions Posted on Project Webpage	December 9, 2024
RFQ Response Deadline	December 20, 2024 at 11:59pm
Interviews with Shortlisted Respondents (if needed)	January 3-17, 2025
CDA Recommendation on Preferred Developer	January/February 2025
City Council Selection of Developer	January/February 2025
Development Agreement Negotiation Process (Tentative)	
Exclusive Right to Negotiate Period	February-July
Development Agreement Term Sheet Reviewed by CDA	May 2025
Development Agreement Term Sheet Reviewed by City Council	May 2025
CDA Recommendation on Development Agreement	July 2025
City Council Approval of Development Agreement	July 2025
Development Agreement Implementation (Tentative)	
Project Entitlements	Fall 2025
Project Financing Commitment	Winter 2025-2026
Project Building Permits	Early 2026
Weinbrenner Vacates Building	Spring of 2026
Transfer of Property	Spring of 2026
Construction Begins	Spring of 2026

Disclaimers

Project Webpage: The City has established the following project webpage and will post all information to this page. Respondents are advised to check the webpage regularly for any updates.

https://ci.marshfield.wi.us/departments_and_divisions/economic_development/weinbrenner_shoe_company_property_redevelopment.php#outer-4200

Building and Property Conditions: The descriptions of the conditions of the buildings and property contained herein are generalized depictions. This 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 RFQ.

Submittals Subject to Open Records: All responses to this RFQ shall become property of the City of Marshfield 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 to Reject all Responses. The City reserves the right to reject all responses and to not proceed with the project as described herein if it is in its best interest to do so.