REQUEST FOR QUALIFICATIONS

725 LAKE REDEVELOPMENT

RACINE ON THE LAKE

City of Racine, Wisconsin

1.63 ACRES

IMMEDIATE PROXIMITY TO THE LAKEFRONT

PANORAMIC LAKE MICHIGAN VIEWS

QUESTIONS

Questions must be submitted in writing to the Division of Purchasing at purchasing@cityofracine.org.
Questions will be answered in the form of an addendum and posted on the City's website.

All communication is to be sent to the above email. Developers, vendors and third parties should not contact other staff at the City of Racine for purposes associated with the RFQ, including but not limited to obtaining or providing information. Parties failing to comply with this requirement may be disqualified.

RACINE ON THE LAKE
City of Racine, Wisconsin

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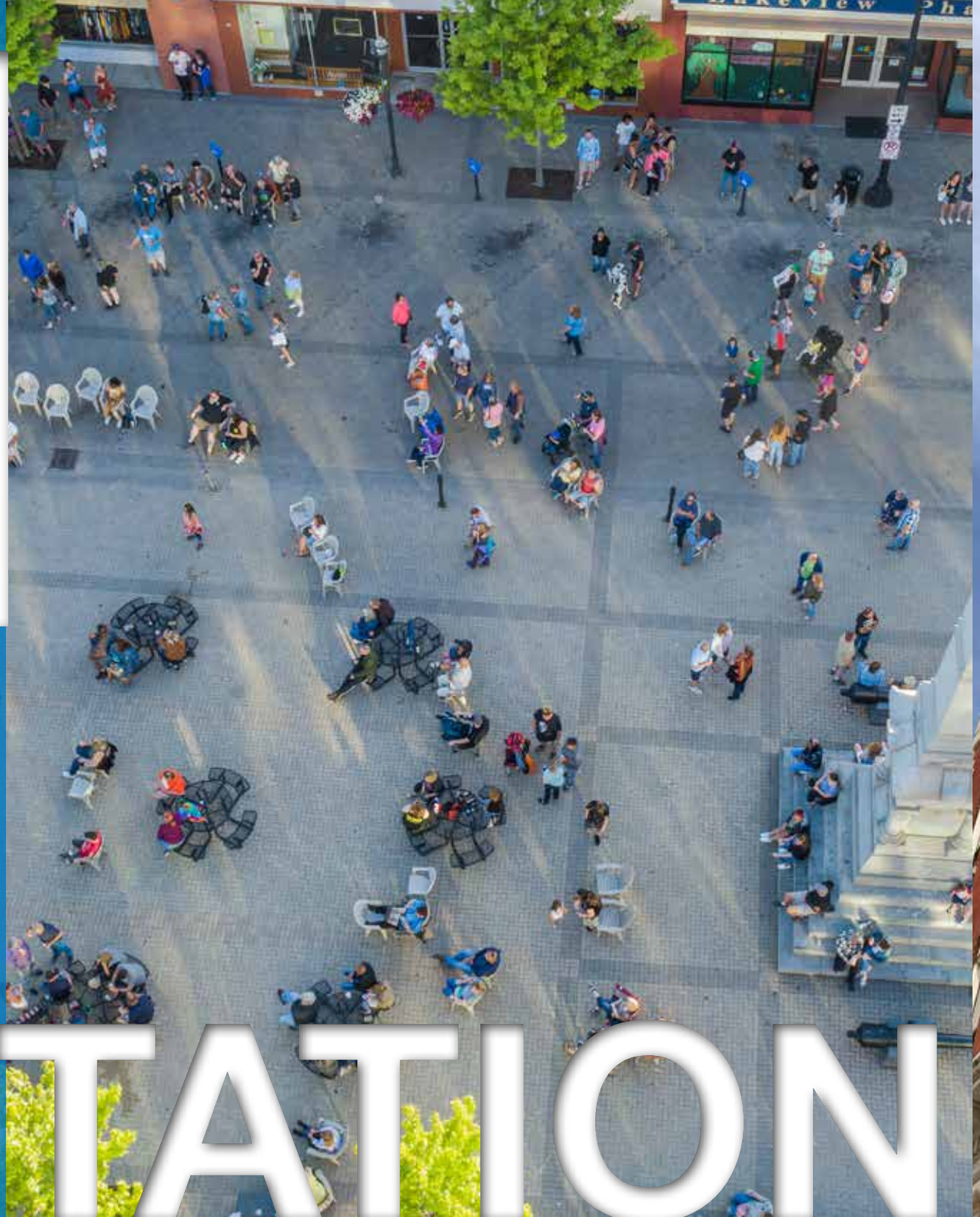
1 INVITATION



The City of Racine and its Community Development Authority (“City”) is pleased to announce this offering of a key downtown development site consisting of approximately 1.63 acres of developable land (“Site”). The City considers the Site an asset to the economic growth of the City. Located on Lake Avenue, the Site has significant development value with incredible unobstructed lakefront views. It is within walking distance to Festival Park, Main Street, and the broader downtown Racine district.

The purpose of this Request for Qualifications (RFQ) is to solicit the interest of potential developers or development teams. The City desires that the Site be developed for high density and market-rate residential, or mixed-use development. The City is seeking responses from experienced developers (and development teams) who have both the vision and capacity to transform the Site.

The City will establish an informal City Project Evaluation Committee (“PEC”) to review all submitted materials and select a short list of finalists who will be invited to present their qualifications and concept in the framework of a proposal. The City encourages participation by small, minority, and women-owned businesses.

The City thanks you for taking the time to review this RFQ and for responding with your ideas and insights.

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PROCESS

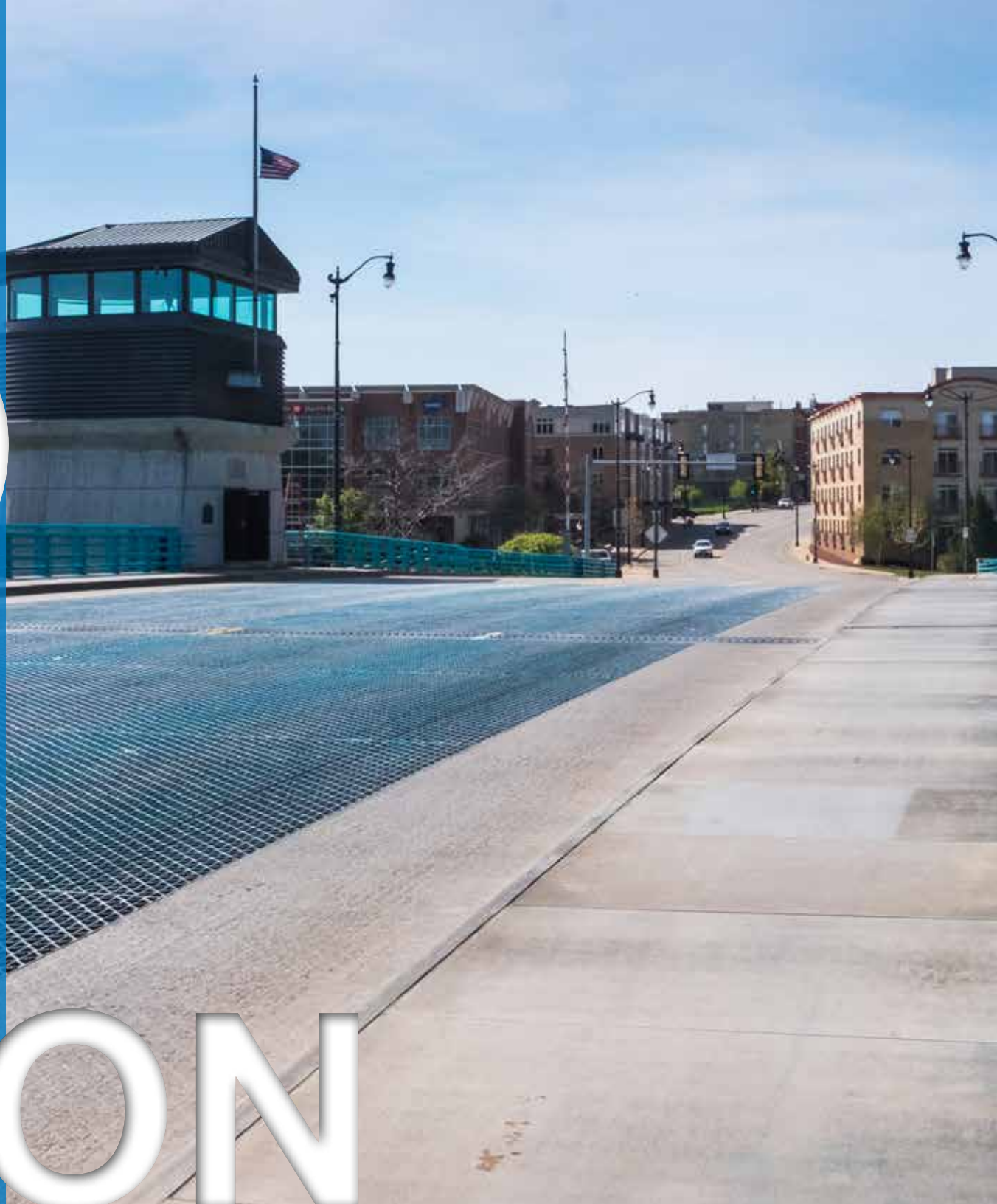
Publication of RFQ	**June 29, 2026**
Questions Due	**July 27, 2026**
Answers Posted	**August 10, 2026**
Responses Due	**September 1, 2026**
Invitation to interview	**September 14, 2026**

The PEC will evaluate all responses submitted by developers. The City may contact the developers for further details or to discuss items requiring clarification. The PEC will assign a composite score for each developer and rank the applicants. The three developers or development teams with the highest composite scores will be invited to present. If any finalist notifies the City that it wishes to withdraw from consideration, Staff will invite subsequent finalists with high composite scores to present.

COMMUNICATION

All communication is to be sent to purchasing@cityofracine.org. Any questions posed will be answered in the form of an addendum made available to all. Under no circumstances should developers, including third party vendors or their staff, contact other staff at the City of Racine for purposes associated with the RFQ including, but not limited to, obtaining or providing information. Developers failing to comply with this requirement may be disqualified.

3 VISION



VISION STATEMENT

In accordance with the City's 2050 Comprehensive Land Use Plan*, the 725 Lake Avenue development Site is envisioned to be a vibrant, walkable, mixed-use property that leverages its proximity to Lake Michigan, Festival Park, and Downtown Racine.

* https://media.cityofracinewi.gov/media/wp-content/uploads/2026/01/08143647/2050-adopted-plan.pdf

Key elements surrounding the Site include Festival Park, Lake Michigan lakefront, bike trails, pedestrian walkways, the Marina District, downtown Racine retail and restaurants, Racine Art Museum and the public library.

Land use will be focused on residential and mixed-use activities complemented by access to numerous recreational areas. The types of residential development encouraged is market rate high density with additional use for ground-floor commercial.

The development of the Site should take advantage of the unobstructed Lake Michigan views and its adjacency to the lakefront and downtown. The City is seeking a development that will showcase this prominent location as a new residential or mixed-use destination that is easily accessible to surrounding amenities and open spaces.

RINKA+

REQUIREMENTS

Development of this site needs to meet the following:

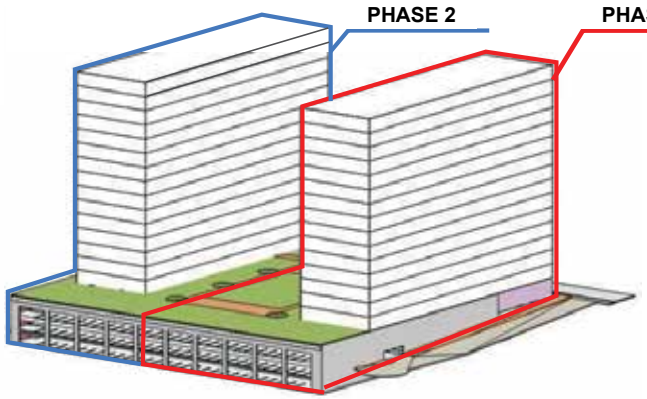
1. Create a high-quality environment that includes open space, amenities, and improves quality of life with excellent design standards.
2. Expand the City's tax base by adding market rate high density or mixed-use development with a minimum of 250 dwelling units.
3. Utilize best management practices whenever feasible and consider environmental impacts in the design.
4. Create and support a regional destination and a strong image and identity for the City as a desirable place to live and work.
5. LEED or Sustainable Design, with net zero energy design preferred. The city has recently constructed a community center with net zero design and is currently designing a new fire station to this same standard. A privately built development meeting net zero energy consumption is highly desirable.
6. Participation in City of Racine Works Program.
7. Building that meets all zoning and building codes, and complies with design standards for the downtown area: https://media.cityofracinewi.gov/media/wp-content/uploads/2025/03/Downtown-Design-Guidelines-5_10_05.pdf

This property is located within the downtown design review district, and the following images are intended to provide stylistic guidance.

These density models and the previous renderings are for illustrative and imaginative purposes; so long as the minimum 250 dwelling unit count is met, the submitter may operationalize the site as desired provided zoning and building codes could be met.

DENSITY STUDIES

To meet site targets while remaining flexible, the following baseline studies have been evaluated to imply a path for developers and architects to meet city's goals.



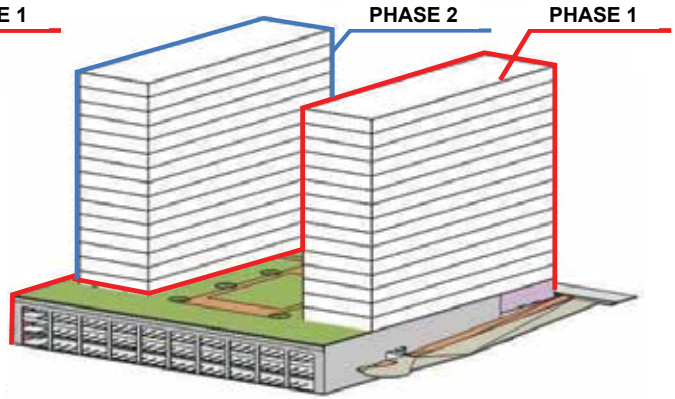
MAX DENSITY

16 STORIES

PHASING STRATEGY
PHASE 1 - SPLIT PLINTH PARKING/TOWER 1
PHASE 2 -REMAINING PLINTH/TOWER 2

- SUPPORTS APPROX. 425 UNITS
- HIGHRISE CONSTRUCTION
- MAX DENSITY AQUIRED THROUGH PARTIAL EXCAVATION OF FOOTPRINT FOR PARKING.
- ACTIVATED LOBBY & AMENITY CORNERS
- ROOFTOP AMENITY DECK
- TOWER AMENITY EXPERIENCE AVAILABLE

PHASE 1: 360,221 GSF
PHASE 2: 332,537 GSF
TOTAL: 692,758 GSF



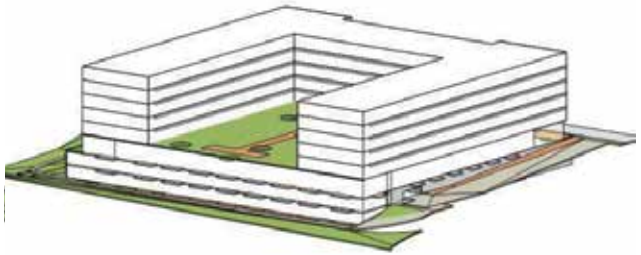
MAX DENSITY - OPT 2

16 STORIES

PHASING STRATEGY
PHASE 1 - FULL PLINTH PARKING/UNITS AND TOWER 1
PHASE 2 -TOWER 2

- SUPPORTS APPROX. 425 UNITS
- HIGHRISE CONSTRUCTION
- MAX DENSITY AQUIRED THROUGH PARTIAL EXCAVATION OF FOOTPRINT FOR PARKING.
- ACTIVATED LOBBY & AMENITY CORNERS
- ROOFTOP AMENITY DECK
- TOWER AMENITY EXPERIENCE AVAILABLE

PHASE 1: 467,578 GSF
PHASE 2: 225,000 GSF *(TOWER 2/15 FLOORS)*
TOTAL: 692,758 GSF



LOWER DENSITY

6 STORIES

NOT PHASED

SUPPORTS APPROX.- 250 UNITS

PODIUM CONSTRUCTION

REDUCED EXCAVATION BELOW BUILDING FOOTPRINT.

CONSIDERS CORNER RETAIL OPPORTUNITY

ROOFTOP AMENITY DECK

TOTAL : GSF 234,125

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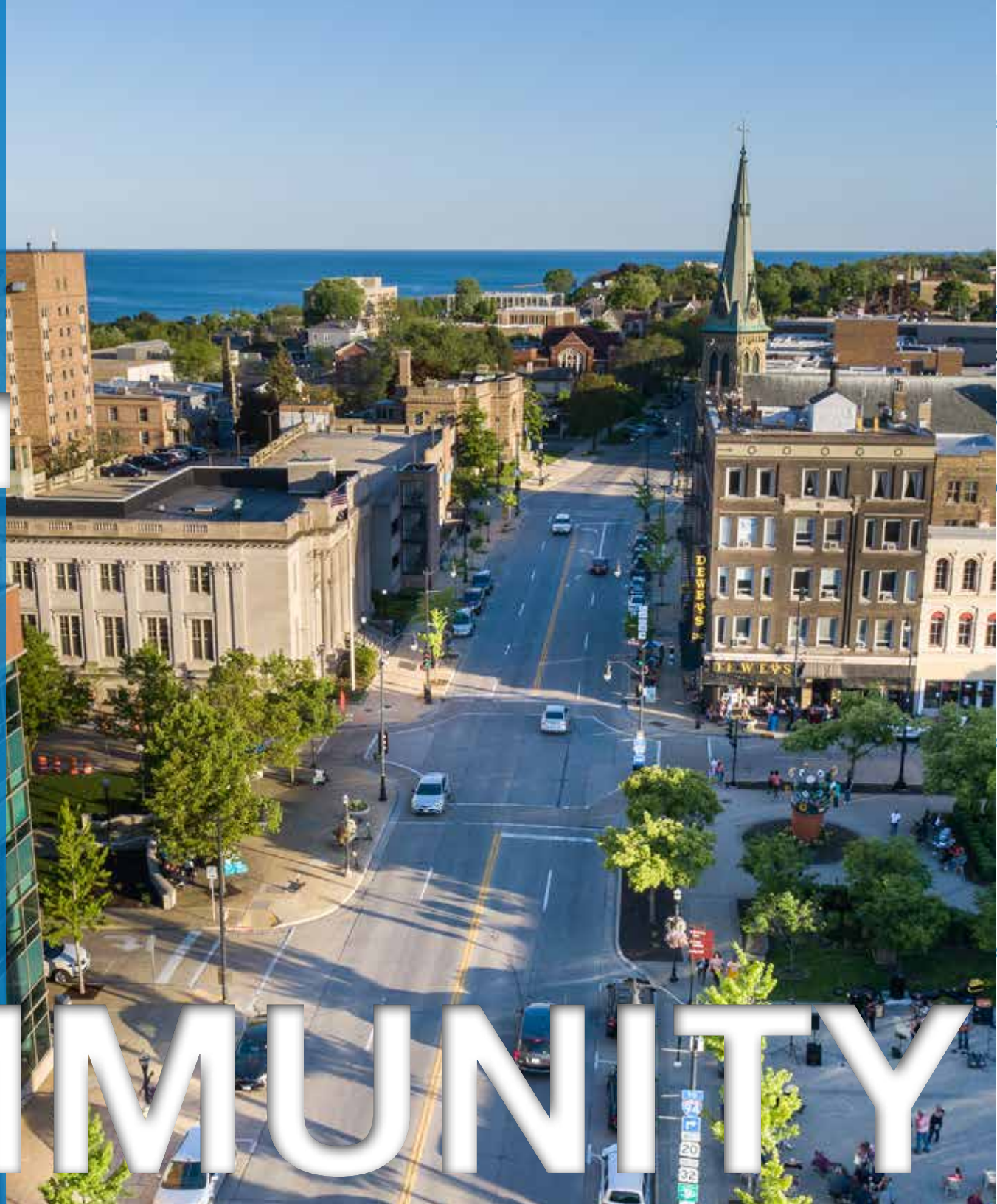
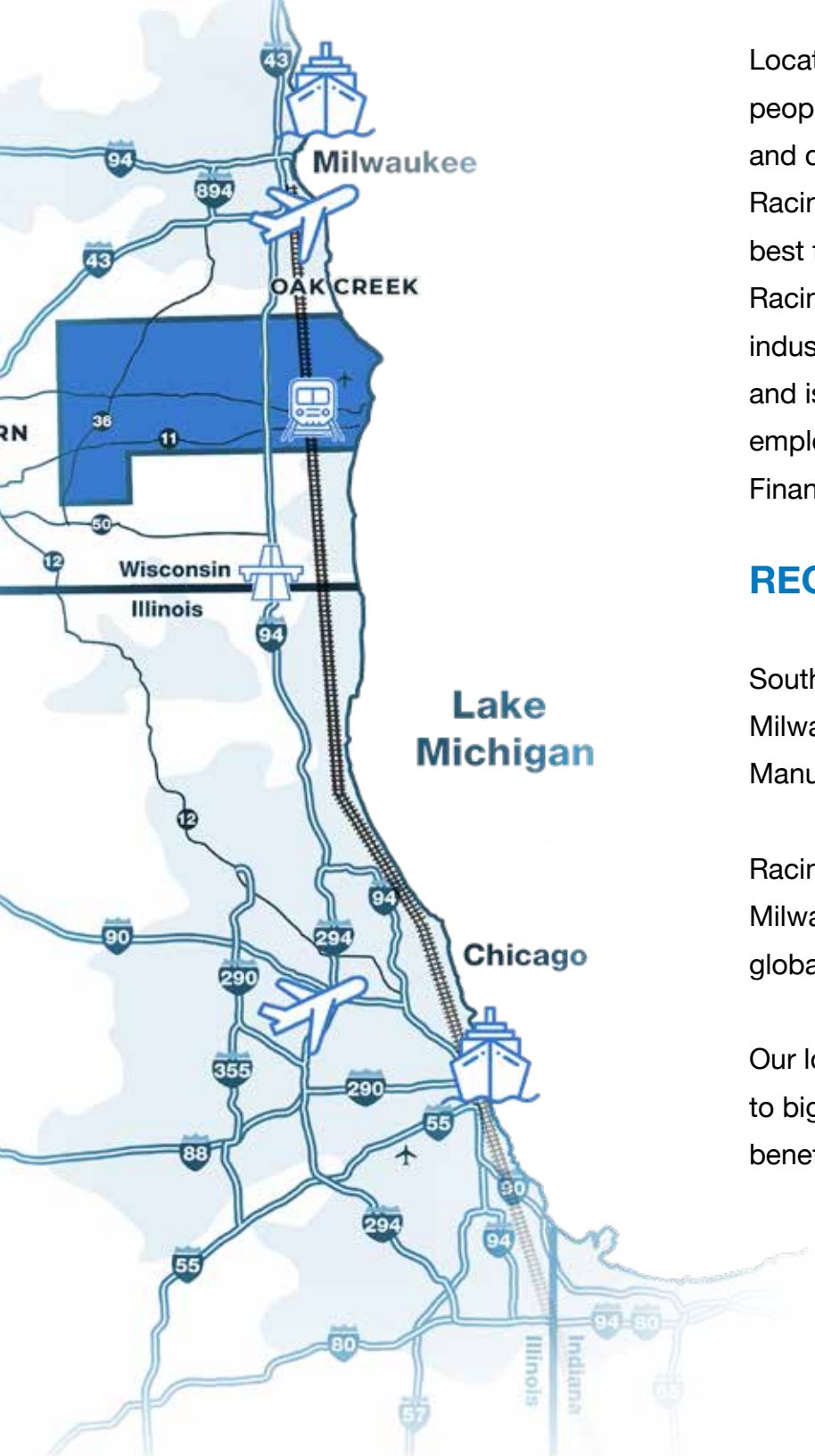
COMMUNITY





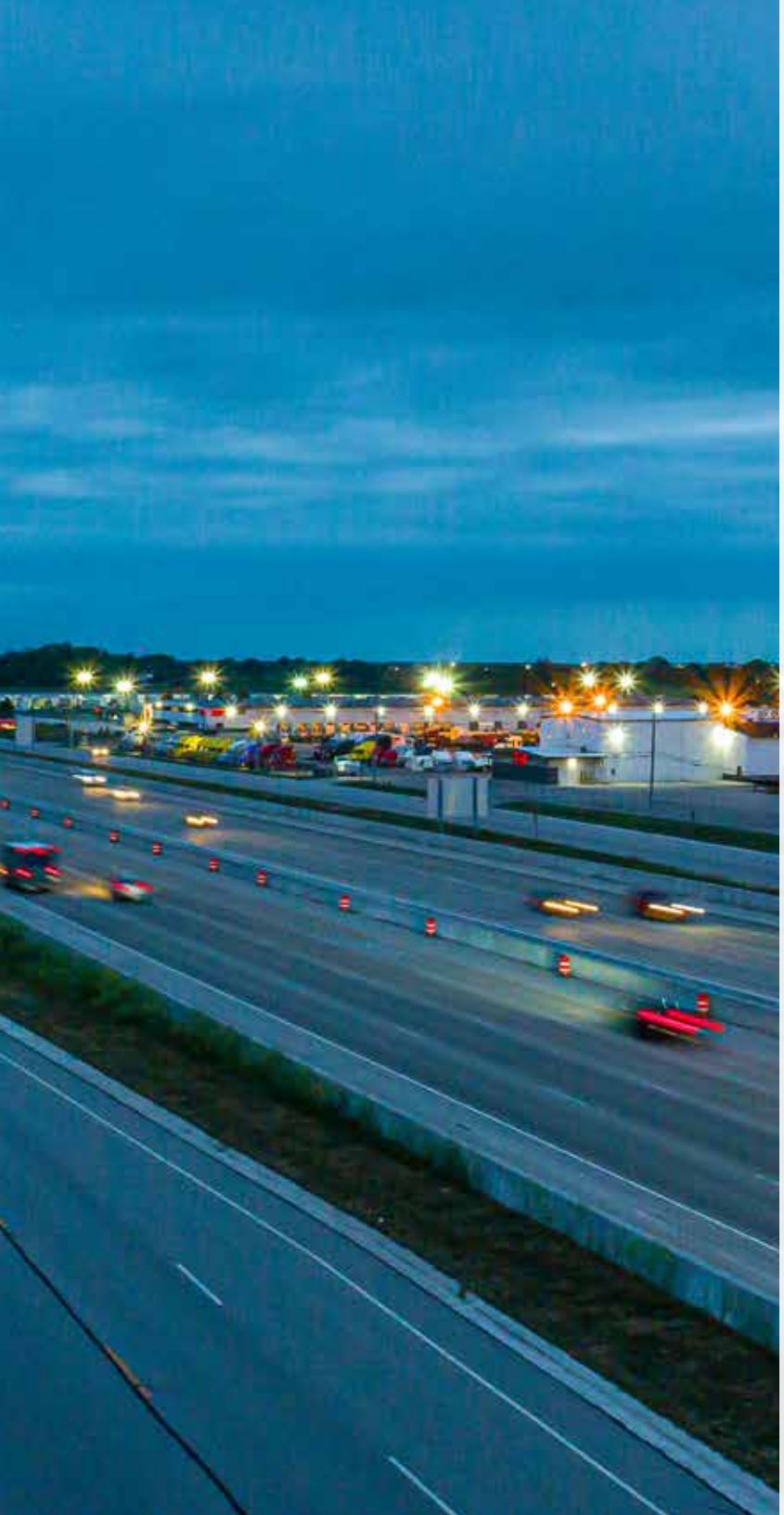
Located in the Chicago-Milwaukee Corridor, the City is home to nearly 78,000 people. Residents and visitors enjoy numerous cultural assets, a bustling downtown, and direct access to Lake Michigan via marinas and award-winning beaches. As Racine County's largest and most diverse community, Racine is where you'll find the best food, the most events, the biggest downtown, and an exciting nightlife. Racine's strong business community of over 2,000 establishments has deep roots in industrial innovation and manufacturing. The City is the fifth-largest city in Wisconsin and is home to global companies, small businesses, and entrepreneurs. Notable employers include SC Johnson, InSinkErator, Twin Disc, Modine, and Johnson Financial.

REGIONAL CONNECTIONS

Southeast Wisconsin is thriving due its beneficial location between Chicago and Milwaukee. Businesses expanding in the southern region include Microsoft, Modine Manufacturing, Eli Lilly, Uline, and many more.

Racine area businesses benefit from our strategic location between Chicago and Milwaukee, accessing robust transportation and business networks for regional and global commerce.

Our location in the Chicago-Milwaukee corridor offers Racine area residents access to bigger city amenities and entertainment while enjoying the connections and benefits of smaller city life.



TRANSPORTATION

Strong regional transportation networks support robust global access and connect Racine area businesses and residents to the larger metropolitan area. The transportation networks include access to:

- Newly constructed (2020), eight lanes, Interstate 94 with multiple interchanges throughout Racine County;
- Amtrak passenger rail to Milwaukee and Chicago;
- Proximity to two international airports–Milwaukee Mitchell International Airport and Chicago O'Hare International Airport;
- Comprehensive and convenient regional municipal bus system.

Airport

Milwaukee Mitchell International Airport: 19 miles north of Racine. Ten commercial airlines serve 7 million passengers annually with over 40 non stop domestic destinations and access to 200 international locations with easy, one-stop connections.

Chicago O'Hare International Airport: Located 62 miles south of Racine. Offers 822 daily flights to 150 U.S. cities and 109 daily flights to 59 international destinations.

HARBOR AND MARINAS

With almost five miles of Lake Michigan coastline, the City boasts numerous beaches and marinas. The City's marinas offer more than 1,000 boat slips with easy access to restaurants, shops, , festival sites and events, pedestrian and bike trails as well as museums, the library, and so much more.

BUSINESS IN THE CITY & RACINE COUNTY

Racine County Leading Employers by Employment Size (2024)

Company	Industry
Racine Unified School District	Education
Aurora Health Care	Healthcare
Ascension All Saints Hospital	Healthcare
SC Johnson and Sons	Manufacturing
CNH Industrial	Manufacturing
Insinkerator	Manufacturing
Modine Manufacturing Co	Manufacturing
Twin Disc, Inc	Manufacturing

PARKS, OPEN SPACES, & RECREATION

Shoop Park

Shoop Park Golf Course is one of the few golf courses situated directly on the shores of Lake Michigan. With the water setting on the eastern boundary of the course, the north end of the course lies in the shadow of the Wind Point Lighthouse. Visible from every hole on the course, the lighthouse guides ships to shore and golfers to the course.

North Beach

Recognized as the 1st Wisconsin beach to be designated as a Certified Blue Wave clean beach by the National Clean Beaches Coalition. With more than 2,500 feet of sand shoreline, offering free parking and admission, ADA accessibility, a bathhouse, and restrooms, this asset of the City is a must-see all seasons of the year.

ARTS & CULTURE

The City is home to a diverse arts and culture community from theater, live music, poetry reading, museums, visual arts, galleries and so much more.

COMMUNITY BY THE NUMBERS

Population: 78,239
Households: 31,970
Median Age: 34
Median Household Income: $57,334
Median Home Value (ESRI): $187,000
Percent Owner Households: 52%
Educational Attainment: 89% high school diploma or higher
Number of Businesses: 2,066
Average Commute Time: 21 minutes
Property Tax Rate: $23.67 per $1,000

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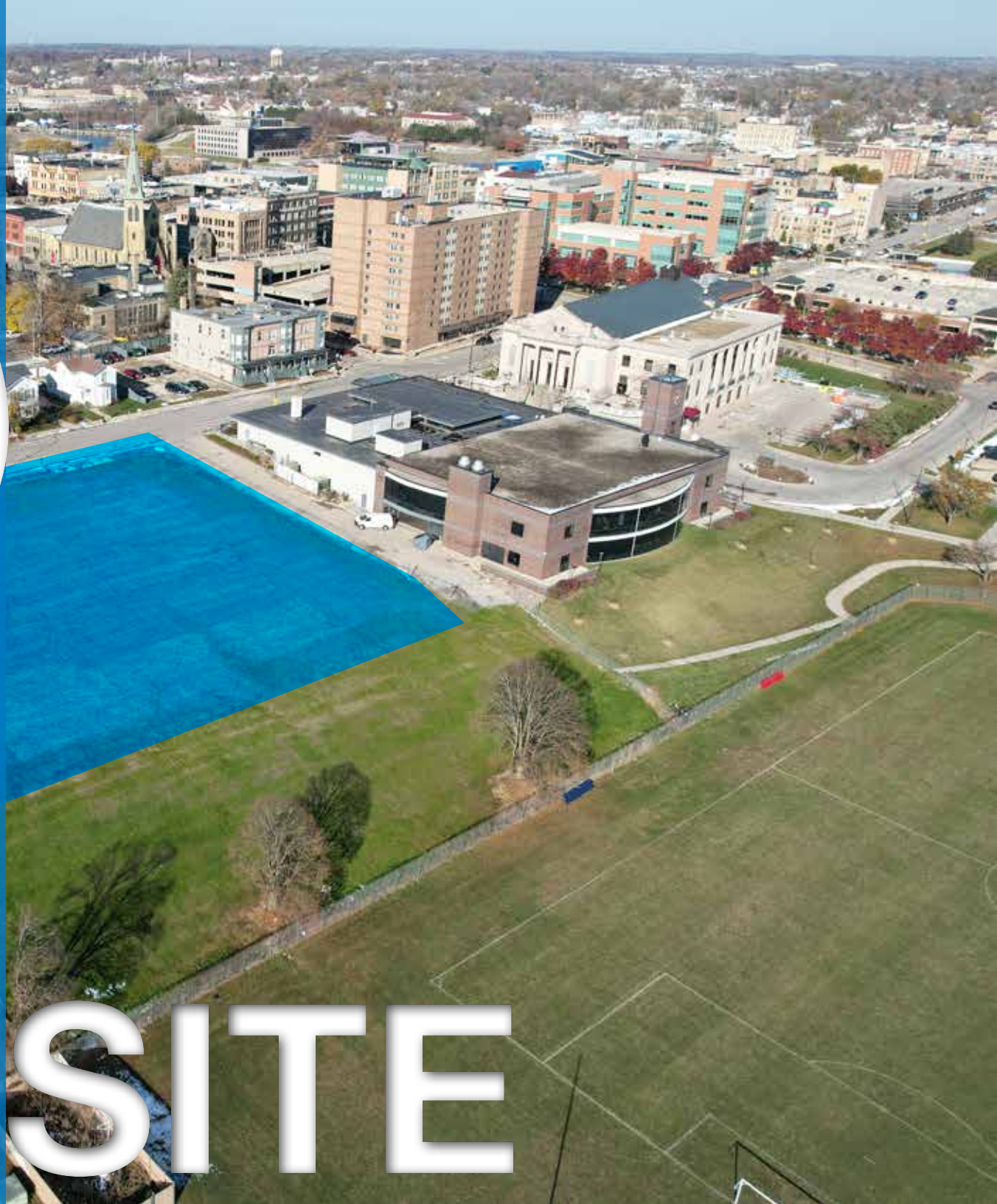
THE SITE



Parcel Number(s)

#0368003 (1.63 acres)

Site Address

725 Lake Avenue, Racine 53402

Site Conditions

Owned by the Community Development Authority of the City of Racine, the site is located along Lake Avenue corridor in Downtown Racine just steps from Festival Park, the Marina District, Lake Michigan lakefront, restaurants, and more. The site is currently zoned O-I, (Office/Institutional). While the property is currently zoned O-I, it is located within an area proposed for rezoning to the DT-LF (Downtown-Lakefront) district, which would allow for market-rate, high-density residential or mixed-use development. With downtown Racine located just steps away from the site, future development will benefit from the ideal location.

The area immediately south of the site is currently designated as street right-of-way. While there are existing underground utility easements that would limit vertical development unless relocated, this area is not restricted from lower-intensity.
We are open to considering alternative uses such as a public plaza, loading, or drop-off areas.

ZONING

The site is currently zoned O-I (Office/Institutional District) and is located within the proposed DT-LF (Downtown-Lakefront) zoning district.

PARKING

The proposed zoning ordinance requires .75 spaces per dwelling unit and the current zoning ordinance requires 1.5 spaces per dwelling unit. Interested parties should propose parking arrangements and ratios which meet current demands for marketing and financing while concealing views of vehicles as much as possible.

UTILITIES

Sanitary sewer and water services are provided by the City, while electric and gas utilities are provided by WE Energies. All utilities are available within proximity to the Site. Any necessary utility upgrades will be determined based on project concepts and proposals received.

SITE ACCESS

Direct access comes from Lake Ave.

ENVIRONMENTAL CONDITIONS

The Site was historically occupied by the YMCA. The building has since been demolished and is shovel- ready.

A gas spill was reported in October 2020 and was subsequently addressed, with the incident closed in November 2020.

Tax Increment Financing

A Tax Increment District for this property was created on June 9, 2026.

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SUBMISSION

COMPLETED RESPONSES

Completed responses must be submitted no later than 9 AM (CST) on September 1, 2026 through the online submittal form.

SCHEDULE

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Questions Due	**July 27, 2026**
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RESPONSES MUST INCLUDE THE FOLLOWING

COVER LETTER

- Signed by at least one individual who is authorized to bind the firm for the Proposal
- Summary paragraph of firm's qualifications and experience
- Summary paragraph of the firm's redevelopment vision and concept
- Summary paragraph of firm's ability to complete projects of this size
- Name, address, email, and phone number for contact person

INITIAL PROJECT CONCEPT & VISION

- Conceptual components of a master plan for the Site
- Approximate amounts and forms of development and general justifications
- Include financing concept and view of the City's role prior to and after development, including any public-private partnership elements
- Brief description of the intentions regarding ownership of the property and or operation of the uses and structures
- Visual representation of Concept Vision (renderings, concept drawings, examples from previous development that match vision, etc.)
- Other visions or goals that the developer believes would be beneficial to the City's decision-making process
- May also propose any particular approach to design and architecture which would be appropriate given the "blank canvas" context of the Site

PROJECT EXAMPLES

Examples of developer's projects with similar building types, scales, etc.

RESUMES

Respondents should provide profiles and resume for those individuals who will be involved on a day-to-day basis in planning for, financing, and developing the Project, including but not limited to architect, general contract/construction firm, investment partners, other relevant members (legal, marketing, financial consultant, etc.) and noting if these are committed or prospective team members.

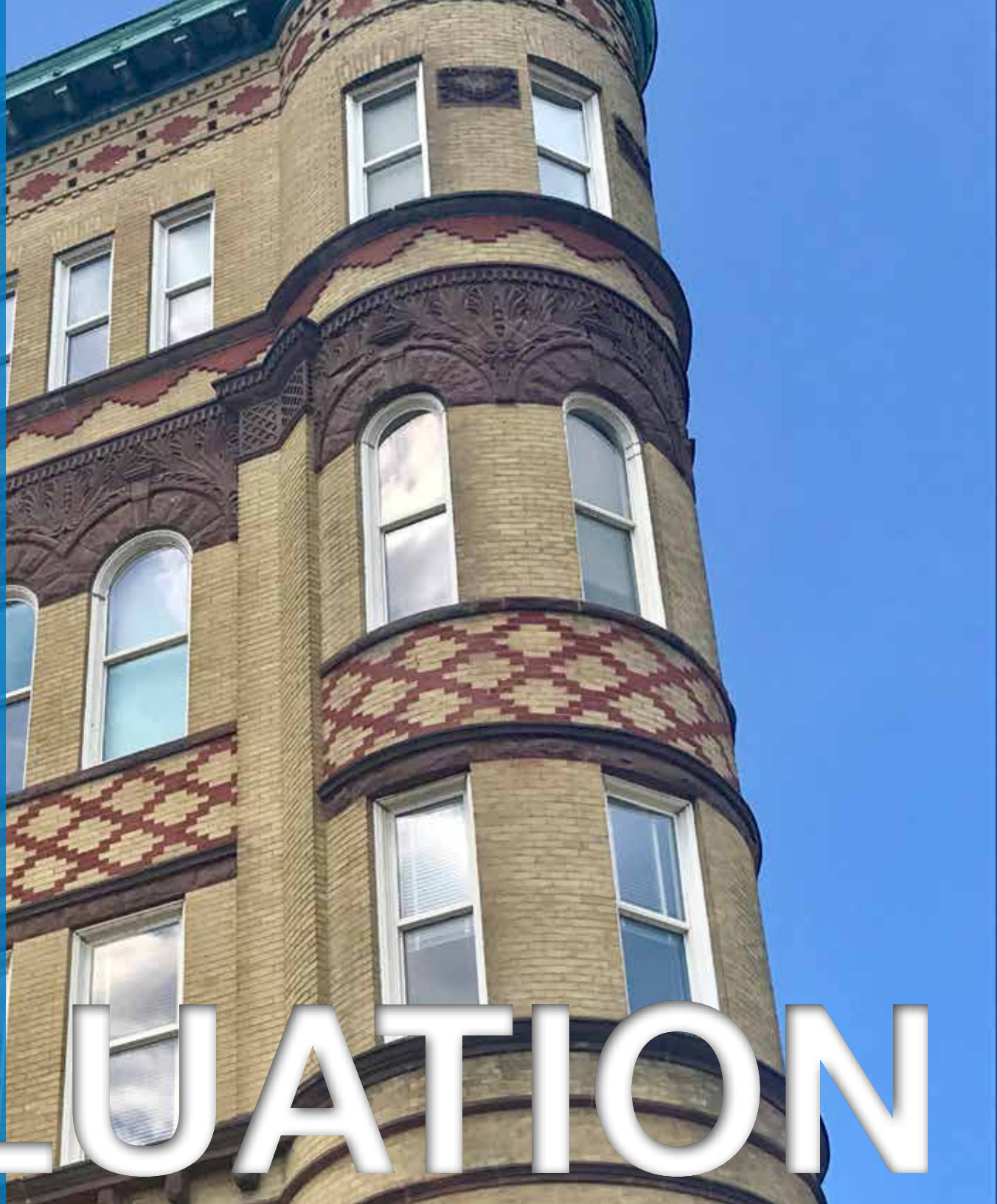
REFERENCES

Key references from similar projects completed including client name, address, and phone number.

ADDENDUMS

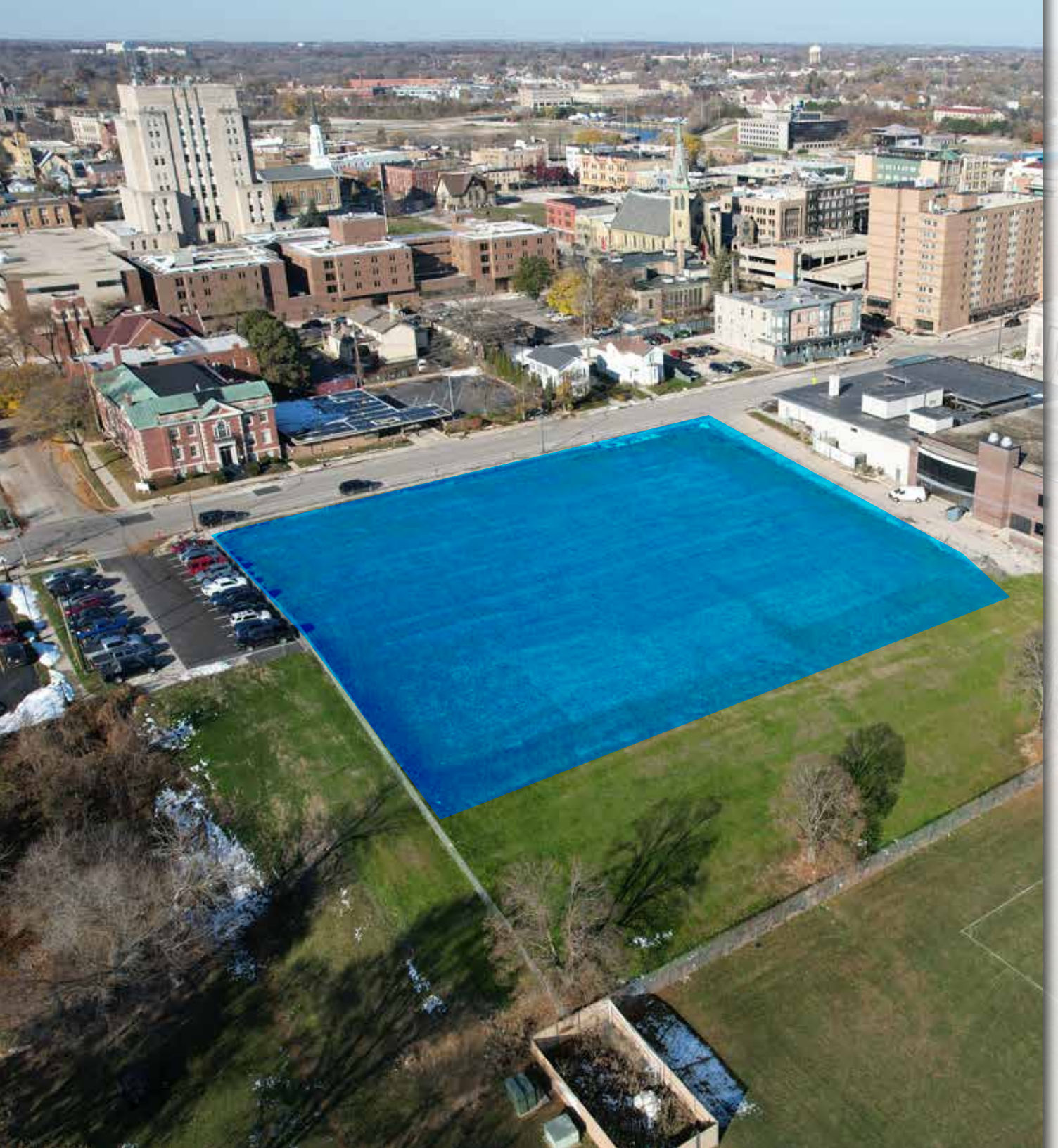
Signed copy of Addendum, if issued.

7 EVALUATION



The City Project Evaluation Committee (“PEC”) will analyze all statements submitted in response to this RFQ for the developer’s ability to address the City’s desired outcomes. The following criteria will be used in evaluating proposals (not necessarily presented in order of importance):

- **The firm’s approach to delivering the project**
  - Project management
  - Preliminary and final design
  - Construction services
  - Proposed project delivery timeline
- **Integration of key topics into the proposal**
- **Organizational capacity**
- **Demonstrated Record of Experience**
  - As a firm
  - Identified staff
- **Quality and relevant examples of similar work**
  - Project location
  - Owner contact information



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