

Richland County Campus Reconfiguration Committee

Date Posted: December 9, 2025

NOTICE OF MEETING

Please be advised that the Richland County Campus Reconfiguration Committee will convene on Wednesday, December 17, 2025, at 3 PM in the Richland County Board Room of the Courthouse located at 181 West Seminary Street, Richland Center, WI 53581.

Information for attending the meeting virtually (if available) can be found at the following link:

<https://administrator.co.richland.wi.us/minutes/campus-reconfiguration-committee/>

If you have any trouble accessing the meeting, please contact MIS Support at 608-649-4371 (phone) or mis@co.richland.wi.us (email)

AGENDA

1. Call To Order
2. Roll Call
3. Verification Of Open Meetings Law Compliance
4. Approval Of Agenda
5. Approval Of Minutes From The November 19, 2025 Meeting
6. Public Comment
7. Reports
 - A. SEH Update
 - B. UW Redevelopment Grant Application Update
 - C. Administrator's Report
8. Discussion & Possible Action: Designation Of Land To Be Transferred To The Symons Center
9. Discussion & Possible Action: Proposed Subdivision In The City Of Richland Center
10. Discussion & Possible Action: Set Future Meeting Date(s)
11. Correspondence
12. Future Agenda Items
13. Adjourn

PLEASE NOTE: That upon reasonable notice, a minimum of 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service contact Tricia Clements, County Administrator at 181 W. Seminary St., Richland Center, WI 53581 or call 608-647-2197.

A quorum may be present from other Committees, Boards, or Commissions. No committee, board or commission will exercise any responsibilities, authority or duties except for the Campus Reconfiguration Standing Committee.

Derek S. Kalish
County Clerk

Richland County Campus Reconfiguration Committee

November 19, 2025

The Richland County Campus Reconfiguration Committee convened on November 19, 2025, in person and virtually at 4:00 PM in the County Boardroom of the Richland County Courthouse.

Call To Order: Chair Turk called the meeting to order at 4:00 PM.

Roll Call: County Clerk Kalish conducted roll call. Committee members present: Steve Carrow, Randy Schoonover, Gary Manning, Rod Perry, and David Turk. Committee member(s) absent: Steve Williamson and Melvin “Bob” Frank.

Verification Of Open Meetings Law Compliance: County Clerk Kalish confirmed the meeting had been properly noticed.

Approval Of Agenda: Motion by Manning second by Perry to approve agenda. Motion carried and agenda was approved.

Approval Of Minutes From October 22, 2025, Meeting: Chair Turk asked if there were any corrections to the minutes from the October 22, 2025, meeting. Hearing none, Chair Turk declared the minutes from the October 22, 2025, meeting approved as published.

Public Comment: None.

Reports:

A. SEH Update: Nate Day and Brian Fukuda of SHE provided progress update on redevelopment assessment.

B. UW Redevelopment Grant Application Update: Administrator Clements noted the UW-Redevelopment Grant application has been submitted is waiting for a response.

C. Administrator’s Report: Administrator Clements reported that the relocation of Extension to the Health & Human Services Building is underway, and that the Richland School District is making progress in getting a survey of campus property completed.

Presentation From The City Of Richland Center On A Proposed Subdivision: Mayor Todd Coppernoll and Economic Development/Public Works Director Jasen Glasbrenner gave presentation on a proposed subdivision to be located on a portion of the former UW campus property. A period of questions and answers regarding presentation followed.

Discussion & Possible Action – Designation Of Land To Be Transferred To The Symons Center: Administrator Clements provided brief background on agenda item. Supervisor Carrow requested further information regarding the recreational value of the land. No action taken on this item at the meeting.

Discussion & Possible Action: Set Future Meeting Date(s): Next meeting set for 3 PM on December 17, 2025.

Correspondence: None.

Richland County
Campus Reconfiguration Committee

Future Agenda Items:

Discussion & Possible Action: Proposed Subdivision In The City Of Richland Center

Discussion & Possible Action: Designation Of Land To Be Transferred To The Symons Center

Adjourn: Motion by Manning second by Carrow to adjourn. Motion carried and meeting adjourned at 5:20 PM.



Derek S. Kalish
County Clerk

DRAFT

UW-Platteville – Richland Campus Redevelopment

As you complete this survey, it's important to know the current plan for various buildings:

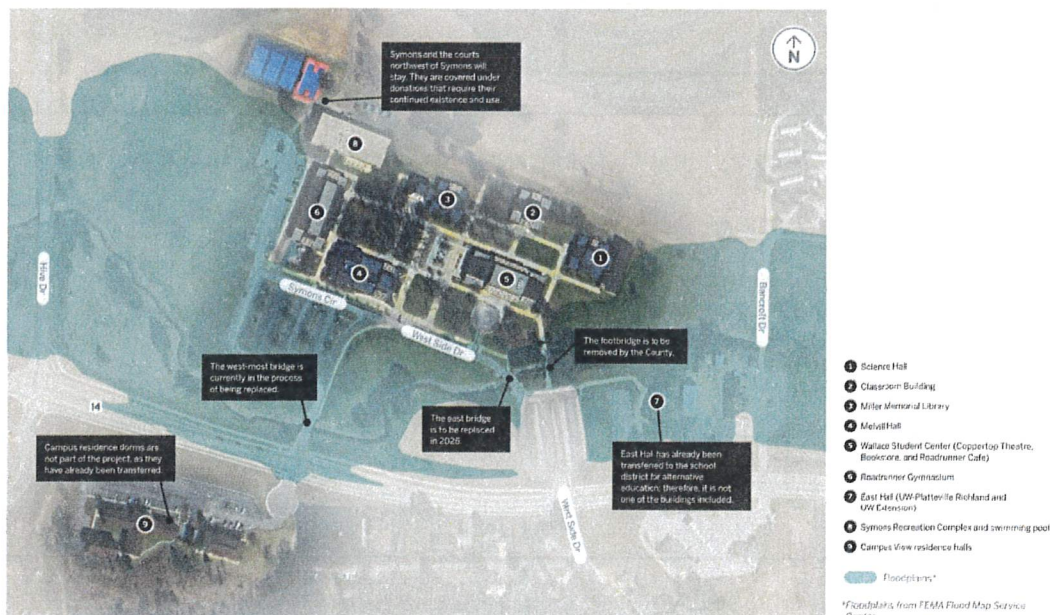
The **Symons Recreation Complex and Pool** (#8 on Map) will remain on this site for the long-term.

The **Athletic Fields** (west of #6 on map), the **Roadrunner Gymnasium** (#6 on Map), and **Melvill Hall** (#4 on Map) are in the process of being sold to the Richland Center School District.

Science Hall (#1 on Map), **Miller Library** (#3 on Map), and the **Classroom building** (#2 on Map) are beyond their useful life and are planned to be demolished.

The **Wallace Student Center** (#5 on Map) is planned to remain for now to search for a new reuse of that building.

Please refer to the map below for reference to these existing buildings.



1. What is the one thing that you would most like to see happen as part of the campus redevelopment?

2. How important is it to you that the redevelopment includes **new housing options**? (choose one)

- ☐ Not Important
- ☐ Somewhat Important
- ☐ Very Important
- ☐ Unsure
-

3. If housing is part of the plan, what **types of housing** would you like to see developed on the site? (check all that apply)

- ☐ Single-Family Homes
- ☐ Duplexes/Twindos
- ☐ Townhomes
- ☐ Senior/Age-Restricted Housing
- ☐ Income-Restricted Housing
- ☐ Other - Write In

- ☐ Other - Write In

4. How important is it to you that the redevelopment includes **new business/office space**? (choose one)

- ☐ Not Important
- ☐ Somewhat Important
- ☐ Very Important
- ☐ Unsure
-

5. If business/office space is included, what **types of business/services** would you like to see? (check all that apply)

- ☐ Professional offices (e.g. medical, legal, professional services, etc)
- ☐ Childcare/family services
- ☐ Health/wellness services (e.g. clinics, fitness facilities, etc)
- ☐ Retail/service-oriented commercial uses

- ☐ Restaurant
- ☐ Event/performance space (e.g. theater, banquet hall, etc)
- ☐ Other - Write In

- ☐ Other - Write In

6. How important is it to you that the redevelopment preserves **recreational spaces** (e.g. trails, parks, open space, etc)? (choose one)

- ☐ Not Important
- ☐ Somewhat Important
- ☐ Very Important
- ☐ Unsure

7. If **recreational amenities** are included, what would you most like to see? (check all that apply)

- ☐ Walking/biking trails
- ☐ Playgrounds/parks
- ☐ Community gardens
- ☐ Sports facilities (in addition to the fields currently being sold to the school district)
- ☐ Other - Write In

- ☐ Other - Write In

8. What **concerns** do you have about the redevelopment of the campus? (check all that apply)

- ☐ Traffic/road access
- ☐ Floodplain/environmental issues
- ☐ Property transitioning from public to private ownership

☐ Impact on adjacent uses

☐ Property values/taxes

☐ Other - Write In

☐ Other - Write In

☐ No Concerns

9. Would you support the repurposing of the Wallace Student Center as an **event/performance venue**?

☐ Yes

☐ No

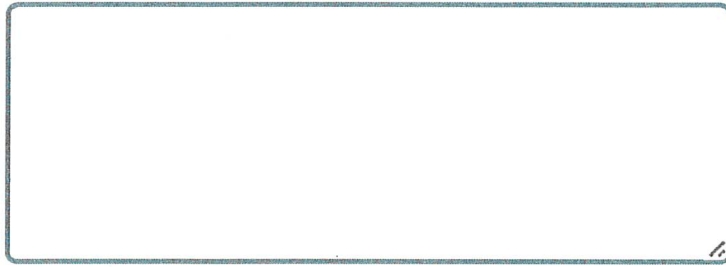
☐ Unsure

10. If the Wallace Student Center did become an event/performance space, what **types of events/activities** would you like to attend at such a venue?

11. Please rank the following redevelopment uses in order of importance to you. (1 = most important, 5 = least important)

	1	2	3	4	5
Housing options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business/Office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation/Open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event/Cultural space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What else would you like to tell us as we develop the redevelopment plan for the campus?



Thank you for taking the time to share your thoughts and feelings about the redevelopment of the former campus area.

If you would like to be included in future communications about this project, please include your email address below.

13. Enter your email if you'd like to receive future communications about this project.



Submit

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MARKET ANALYSIS

UW PLATTEVILLE-RICHLAND CAMPUS

NOVEMBER 2025



PLACE DYNAMICS LLC
www.placedynamics.com

1 INTRODUCTION

Reorganization within the University of Wisconsin System led to the closure of several two-year campuses, including the UW–Platteville Richland. Located in Richland Center, the campus opened in 1967 and officially closed in 2023. The campus is owned by Richland County, which had a 75-year agreement with the UW System to provide educational programming. In addition, the UW System was responsible for general grounds maintenance and custodial services, and the cost of utility services. It continued these responsibilities into 2024. Since that time these costs have fallen on Richland County, where they have been a strain on both staffing and the budget.

Richland County has indicated a preference to dispose of the property rather than continue to own any portion of it. Some portions of the original site had already been sold, or committed, by the time of this study in Autumn of 2025. Richland County is engaged in planning for the remaining property to ensure that its future use is consistent with community goals. This market analysis is a part of that planning effort.

1.1 SITE DESCRIPTION

The campus is located on US Highway 14 on the northwest side of Richland Center. It is on the city's periphery and much of the land in the vicinity the campus is undeveloped or in agricultural use. There are a few homes and small commercial buildings along U.S. Highway 14 including an American Legion Hall, a Mobil gas station, a funeral home, and an agricultural equipment dealer. Richland High School is located to the west. An aging mobile home park is on the east, and it may negatively impact the potential for adjacent housing development.

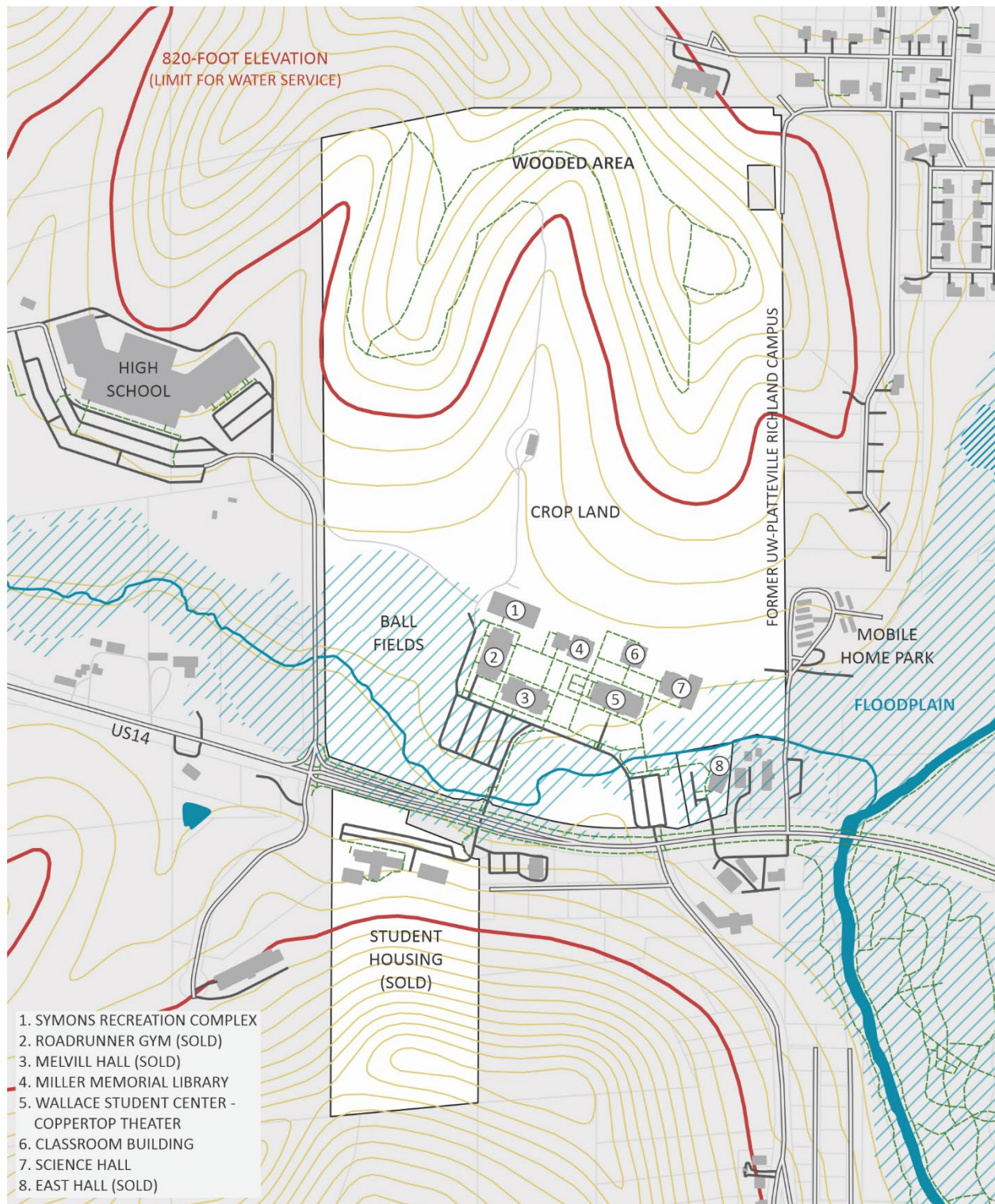
The campus consisted of three parcels totaling 152.03 acres. These included the 132.45-acre primary parcel on which the main campus is located, a 1.29-acre site where East Hall was located, and 18.29 acres south of U.S. Highway 14 used for student housing. There were nine buildings making up the campus: the Classroom Building, Melvill Hall, Miller Memorial Library, Roadrunner Gymnasium, Symons Recreation Complex, Science Hall, and Wallace Student Center/Coppertop Theatre are clustered around a central courtyard. East Hall is located on U.S. Highway 14 at the eastern entrance to the campus. Campus View student housing was located on the parcel south of the highway. Both the Symons Recreation Complex and Campus View student Housing opened in 1987. East Hall was purchased in 2010. The remaining buildings date to the 1960's.

The County commissioned an engineering study of the campus buildings to assess needs for repairs and upgrades. The Classroom Building, Miller Memorial Library, and Science Hall were all found to need repairs in excess of the value of the building, and the County has begun seeking proposals to demolish the structures.

Richland County has sold or has committed to selling some of the campus land and remaining buildings.

- **East Hall.** The small building and lot near U.S. Highway 14 was sold to the Richland School District to open a charter school.

OVERVIEW OF THE UW-PLATTEVILLE RICHLAND CAMPUS AND SURROUNDING AREAS



The full extent of the former campus is depicted. Several portions of the property have already been sold by Richland County, including the student housing, East Hall, Roadrunner Gym, Melvill Hall, the ball fields, and the wooded land at the north end of the campus. The Symons Recreation Complex will continue to be operated by a nonprofit organization. New uses are sought for the crop land and remaining buildings.

- **Symons Recreation Complex.** The recreation complex features a heated indoor pool, whirlpool, sauna, two racquetball courts, two exercise rooms with cardiovascular and weight lifting equipment, land fitness studio, and outdoor tennis/basketball courts. It is open to the public. The County intends to transfer wooded areas on the north of the site, where there is an extensive trail network, to the recreation complex.
- **Gym and Melville Hall.** The Richland County Board has approved sale of the gym, Melville Hall, ball fields and parking, and the wooded courtyard north of Melville Hall to the Richland School District.
- **Campus View Student Housing.** The student housing, located on the south side of U.S. Highway 14, was sold and is now used as temporary worker housing.

As a result of the County's actions, the Wallace Student Center/Coppertop Theatre is the only building whose future use has not been determined. The remaining buildings and undeveloped land will be made available for new uses.

1.2 ENVIRONMENTAL AND INFRASTRUCTURE CONSIDERATIONS

Brush Creek flows between the main campus and the highway. A new bridge was recently constructed across the creek at the western entrance to the campus, and Hyde Drive provides a second point of access along the western edge of the site. The City will construct a new road from Hyde Drive to the parking lot adjacent to the gym and Symons Center. While there is a bridge at the eastern campus entrance, it will need to be replaced if a decision is made to retain access at this location. A new road may be needed from the highway along the eastern edge of the campus to provide access to land north and east of the campus buildings. The bridge on Bancroft Drive will need to be replaced if it will be used for access to the site.

Floodplains are mapped over much of the lower portion of the site, with the exception of the campus buildings and central courtyard, and the east parking lot along with a portion of the highway frontage immediately to the west of the lot. The soccer fields, western parking lots, and undeveloped land east of the campus buildings are all in the floodplain.

All public and private utility services are in place in the area of the campus buildings. New development will need to tap into existing infrastructure on U.S. Highway 14, in the area of existing campus buildings, or from Hyde Drive. The City is unable to maintain water pressure above an elevation of 820 feet. All of the site's woodlands and a portion of the farm field lie above this elevation. Any structures built in these areas will need a community well or individual wells. This will be a limitation on development potential.

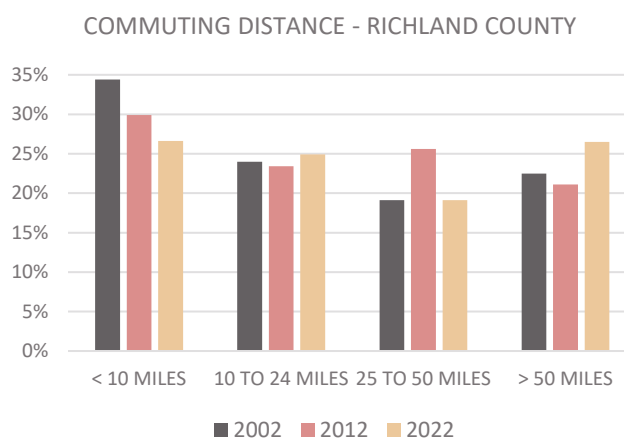
1.3 ECONOMIC CONDITIONS

Richland County and the surrounding region has seen mixed economic performance over the past two decades, and might best be described as stable, without significant growth or decline. Overall employment, measured as 4,399 primary private sector jobs in 2022, is near the 20-year average (4,451). Employment in the early 2000's tended to run higher, peaking at 4,952 in 2007. The county saw small increases in the number of jobs in agriculture, manufacturing, and healthcare, while



losing jobs in retail and food services. Manufacturing is the county's largest industry, based on employment.

A greater share of the County's residents are also commuting longer distances to their jobs. In 2002, an estimated 34.4 percent of workers in the county lived within ten miles of their primary job. By 2022 that share had decreased to 26.6 percent. The greatest gain was seen among people commuting over 50 miles, and after Richland Center, Madison is the city attracting the greatest number of county workers. This is followed by other cities in the region such as Spring Green, Reedsburg, Muscoda, Dodgeville, and Viroqua.



Observations about the long-term loss of retail and food service jobs suggest a weakening commercial sector in Richland Center. This is further bolstered by an examination of foot traffic among chain retailers in the city, with all of those measured falling in the lower half of stores within their respective chain. These include Walmart (12th percentile), Tractor Supply Company (7th percentile), Dollar Tree (8th percentile), Family Dollar (25th percentile), and Walsh's Ace Hardware (37th percentile). Walmart is the city's largest retailer and attracts about 1.5 million visits per year. This places it ninth among eleven Walmart stores located within 50 miles, ahead of Dodgeville (1.33 million visits) and Viroqua (1.25 million visits).

The retail sector is paring stores and concentrating within larger population centers. Richland Center appears to be following a pattern seen in most similar communities, where a growing share of spending is migrating to larger cities or the internet.

There have been few significant development projects completed or initiated within the region in the last three years. Healthcare-related development is most common, with investments in hospitals in Richland Center, Reedsburg, and Viroqua. Reedsburg, Viroqua, Arena, and Richland Center have also seen new apartment buildings approved or completed. Other area development projects include:

- Cobblestone Hotel – Richland Center
- Meister Cheese expansion – Muscoda
- Aldi grocery store – Viroqua
- Dollar General – Reedsburg
- Reedsburg Flooring – Reedsburg
- Self-storage buildings – Arena, Reedsburg, and Viroqua

1.4 DEMOGRAPHICS

Demographic conditions within Richland Center and Richland County are typical of rural counties in the region. While seeing minor growth at times, the population has been slowly declining over the long term as younger residents move to more urban destinations. This trend, along with longer life

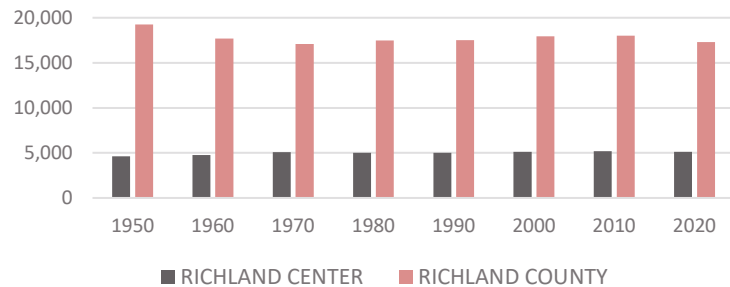
expectancy, leads to a rapidly-growing older population, with implications for both the workforce and housing. Younger workers will be needed to sustain the region's agriculture and industry, and to care for the growing senior population. While most will prefer to remain in their homes as long as possible, there will still be a need to provide more age-appropriate housing.

Estimated at 17,229 persons in 2023, Richland County's population has declined 10.5 percent since 1950 – a period of over 70 years. Some internal shifting of the population has occurred in this time, as the City of Richland

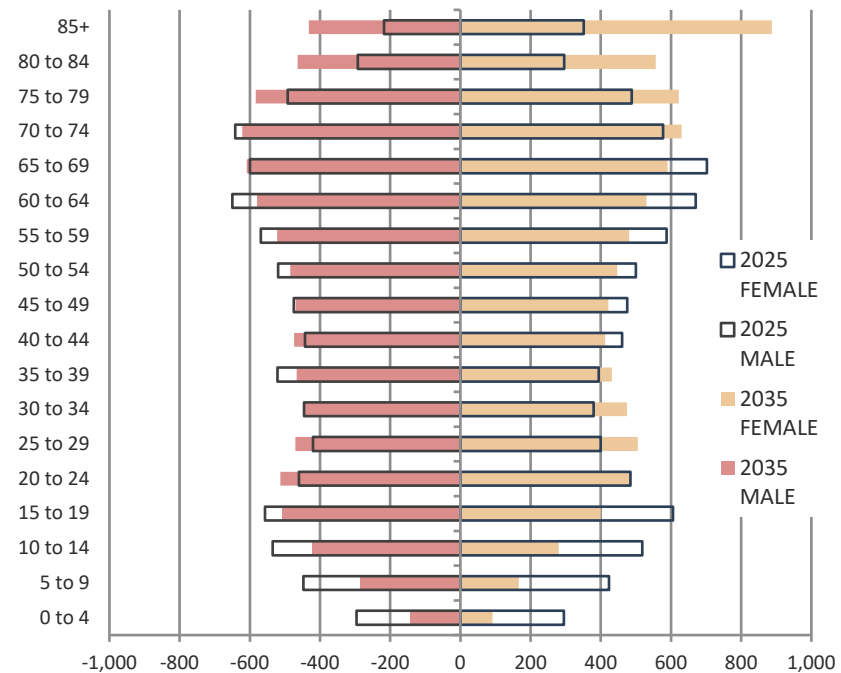
Center grew by 9.2 percent to 5,030 residents. This is commonly seen in places where agriculture is consolidating and there is not significant rural residential development. Despite 179 residents (7.9 percent of employed residents) working in Madison, the county is still perceived to be too far from Madison, La Crosse, or Dubuque to attract large numbers of commuters.

Population projections prepared for this market analysis differ significantly from those published by the

POPULATION



2023 AND 2033 POPULATION BY AGE AND SEX



Wisconsin Department of Administration. The projections used here anticipate a slight decrease in the population, dropping from 17,188 in 2025, to 16,762 in 2035. This loss of 426 residents is substantially fewer than anticipated in the State's estimates.

The population is overwhelmingly white (95.8 percent in the county and 94.7 percent in the city), and Hispanics make up just 3.1 percent of the county's population. Older residents outnumber children, with persons 65 and older making up 23.4 percent of the county's population, and those under 18 totaling 22.7 percent. Nearly one in ten county residents (9.8 percent) is 75 years old, or older. The county median age is 45.4 years, compared to 40.1 years for Wisconsin, and 38.9 years for the United States.

Median household income in 2023 was estimated at \$62,649 in the county, and \$51,472 in Richland Center. The median earnings (income from wages or salaries) was \$49,026 in the county and \$46,542 in Richland Center. A total of 22.3 percent of county households received Social Security Income, cash public assistance income, or SNAP benefits. About 14.5 percent of the county's households have earnings below the poverty level, compared to 10.7 percent for all of Wisconsin. Seniors make up about one-third (35.8 percent) of the total households falling below the poverty line. More households with poverty-level income are found outside of Richland Center, with the city's share roughly equal to its percentage of the overall county population.

1.5 OTHER UW SYSTEM CAMPUS CLOSURES

Several other two-year campuses in the UW System have closed. These are physically similar to the Richland campus and some have already identified future uses. The majority of these have identified uses for all or a portion of the campus buildings and property, including recreation, education, government offices, and housing.

- **UW-Green Bay at Marinette.** The campus ended in-person classes in 2024. The County has since sold the fieldhouse and 18.6 acres of land to the Greater Marinette-Menominee YMCA. The UW Green Bay continues to work with the community to offer theater and arts events on the campus.
- **UW-Milwaukee Washington County.** Located in West Bend, the campus closed in 2024. Washington County approved sale of the campus to a private Christian School in 2025.
- **UW-Milwaukee Waukesha.** The campus closure was announced in March 2024, and ceased operation at the end of the year. The County estimates the value of its 71 developable acres at between \$150 and \$200 million. A request for proposals issued in 2025 attracted several proposals to build housing on the site.
- **UW-Oshkosh at Fond du Lac.** The campus closed in 2025. One of the buildings has been reopened as the Prairie Theater and Event Center, which hosts comedy shows, plays and music events, conferences and weddings. The former art building is being reused as the county's public safety training facility, and Moraine Park Technical College will run a correctional officer training academy out of the building. The physical education building is now a county sports complex. Other buildings are being used by the County and other government tenants, including the county's human resources department and the

Wisconsin Department of Workforce Development. Twelve acres of land has been sold to the developer with plans for a senior housing community.

- **UW Platteville Baraboo Sauk County.** The campus closure was announced in 2025. Preceding this, the County has been in discussion with Edgewood College to offer a four-year nursing collaborative degree on the campus beginning in 2026. It will occupy the former library. Uses have not been identified for the remaining buildings or property.

2 HOUSING MARKET ANALYSIS

Conditions in Richland County are typical of other counties in southwestern Wisconsin. The pace of new residential construction slowed as their populations peaked and began to decline in the mid-1900's, resulting in an aging housing stock. This presents some challenges in meeting the needs of current households.

Most seniors owning housing will prefer to age within their existing homes, but this becomes increasingly difficult as they struggle with maintenance burdens, or begin to experience mobility challenges. There are few options for them to buy alternative housing that would better accommodate their needs. Nearly half (46.3 percent) of rental units in Richland County are single family homes likely to have the same issues. Senior apartment communities in Richland Center include Tom Woodman Villa, Schmitt Woodland Hills, Our House Senior Living, Park Hotel Apartments, Ridgeview Commons, Richland Center Memory Care, and Harvest Guest House. None of these currently list any available units.

Younger buyers and renters may also be dissatisfied with older housing. These households want homes that can support the technology that is a fundamental part of their lives, and the electrical wiring of most older homes will not support many smart technology applications.

2.1 MARKET AREA

A housing market analysis is typically prepared for a market area from which home sales will be drawn. In this case, Richland County was used to describe the market area. Potential buyers or renters would likely equally consider housing at this site or comparable sites in Richland Center, nearby communities, or the rural areas surrounding the city.

2.2 HOUSING INVENTORY

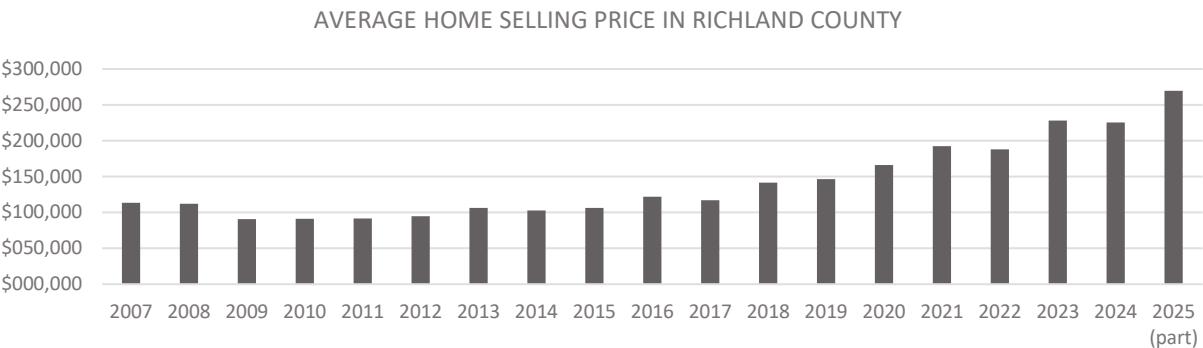
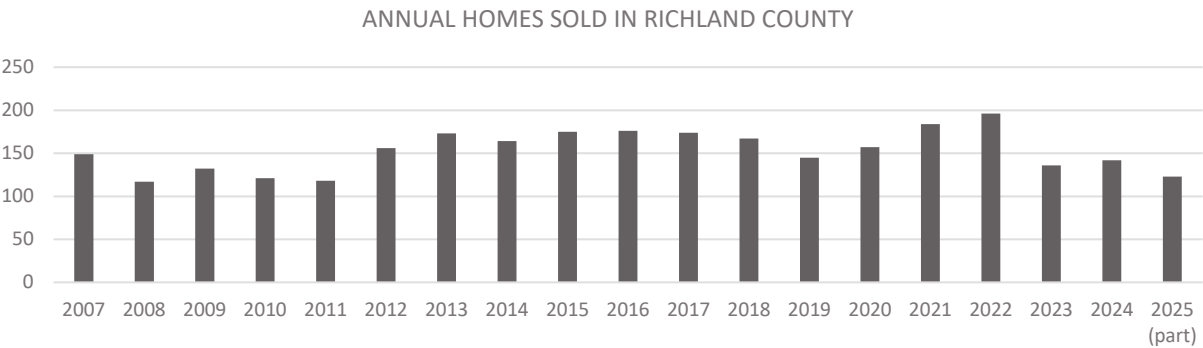
There are 8,542 housing units in Richland County, with 2,683 located in Richland Center. A majority of housing is owner-occupied, making up 76.5 percent of the county total, and 59.6 percent of the city's housing units. Most housing is in the form of detached single-family homes (82.2 percent in Richland County and 66.4 percent in Richland Center). Just 4.1 percent of all housing in the county (11.6 percent in the city) is in a building with ten or more units. Older units dominate, with 63.8 percent of occupied county housing units built prior to 1980. This rises to 75.6 percent of housing units in the city.

A large number of housing units are vacant. These total 1,423 in the county, with 348 in the city and 1,075 in the remainder of the county. The rental vacancy rate is estimated at 11.2 percent in the county and 14.8 percent in the city. The reasons listed for vacancy differ. Roughly equal proportions of vacant units in the city are listed for rent (169) or are simply vacant (150). The number of units listed as vacant with no reason could be an indicator of obsolete housing considered unrentable. Seasonal homes make up over three-quarters (788) of the vacant units in other parts of the county. There are just 46 vacant units listed for rent, while 210 are simply vacant.

Wisconsin’s Driftless Area is a scenic part of the state attracting many second homeowners. This is true in Richland County, where a significant number of homes are identified for seasonal, recreational, or occasional use. All of these are found in rural parts of the county.

2.3 SALES AND RENTAL TRENDS

The Wisconsin Realtors Association reports an average of 165 homes sold in Richland County over the last ten full years (through 2024). Although average selling prices have increased over time, the county’s housing is still affordable compared to Madison (\$442,000), and La Crosse (\$269,000), and comparable to Dubuque (\$236,000).



The American Community Survey estimates a 2023 median gross rent of \$786 in Richland County. Rent within Richland Center is somewhat lower, with a \$681 median. This likely reflects the greater prevalence of multifamily buildings in the city, whereas rentals elsewhere in the county are more likely to be single family homes. These figures increased from \$617 and \$570 a decade earlier. The increases are below the rate of inflation.

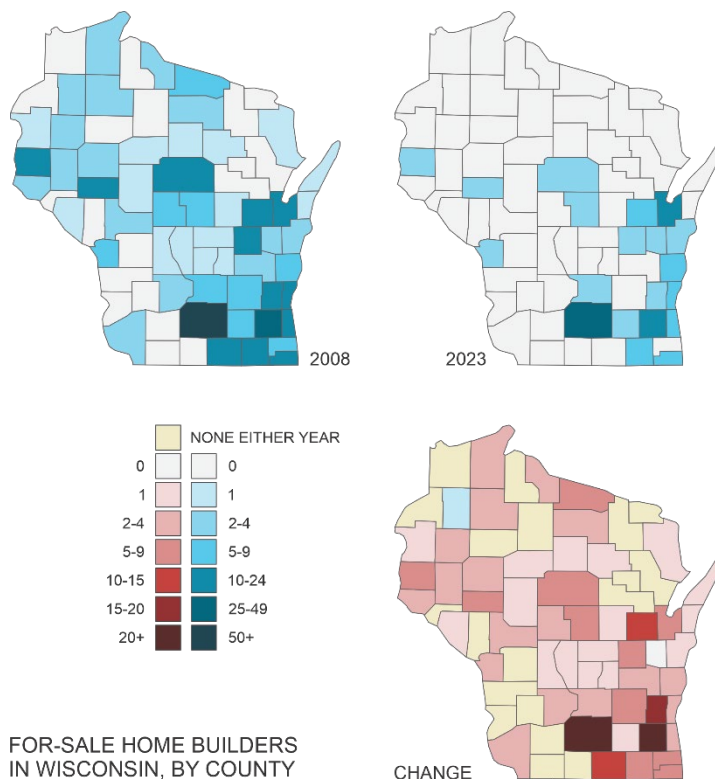
About 62.6 percent of renter households pay less than 30 percent of their income toward rent, which is less than the national average of 49.7 percent. Of the estimated 306 rent-burdened households in the county, nearly half (148) are headed by someone 65 or older.

2.4 RESIDENTIAL CONSTRUCTION TRENDS

There are two residential development projects that have been approved by the City. Eight duplex buildings (16 units) are planned at a site adjacent to Stori Field on the city's northeast side. Across from the campus site, one of three approved 46-unit apartment buildings at Panorama Estates has been constructed. Two more buildings (a total of 92 units) have been approved, but are behind schedule with no construction occurring.

Richland County has seen an average of 49 residential units approved in each of the last ten years. These have tended to be single family homes, but have included a small number of multifamily buildings.

The lack of builders is going to present a challenge to constructing new housing not only at this site, but also throughout much of the region. Many of the nation's for-sale home builders closed during the early 2000's housing crisis, and they have not been replaced. These are the small businesses that built speculative housing, though similar declines were seen among builders of build-to-suit homes and multifamily housing. Their numbers will need to grow significantly for the housing market to recover, and this might be considered as a task for regional economic developers.



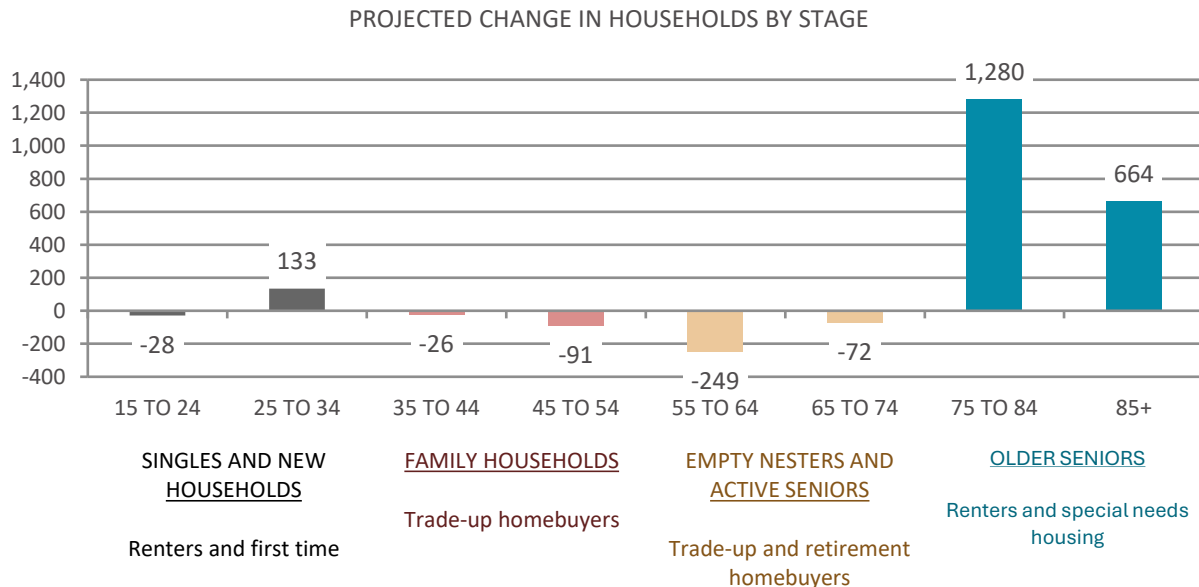
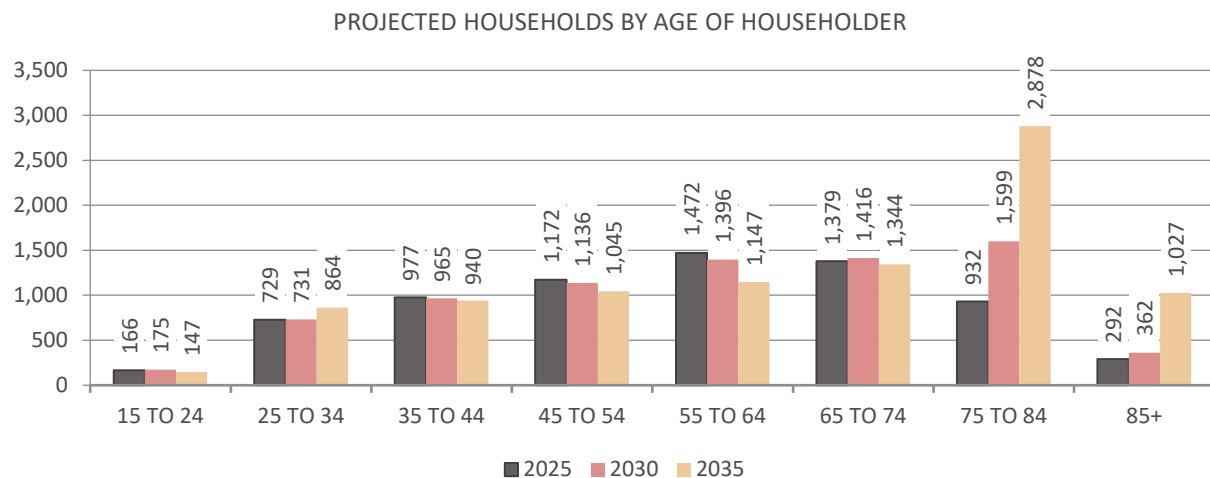
2.5 COMPETITION FOR NEW HOUSING DEVELOPMENT

Counties and communities in the surrounding area have a similar housing market. This only changes closer to the Madison area, where there is greater demand from households willing to commute into the city. This includes communities like Prairie du Sac and Sauk City, Baraboo, Reedsburg, and Dodgeville. Meanwhile, nearby places like Spring Green, Viroqua, and Prairie du Chein are experiencing new construction at a pace similar to that of Richland Center. Aside from these, there is demand for large-lot rural housing. A majority of these single family homes are build-to-suit projects, and some may be occupied as second homes.

2.6 PROJECTED HOUSING DEMAND

Estimates of housing demand project the total number of households expected to be in the market for owned or rental housing. This demand is attributed to an increase in the number of households in the county, and movers (both households moving within the county and the net sum of moves into and out of the county). Demand is projected based on tenure (owner or renter), age of

householder, and affordable purchase price based on an allocation of 30 percent of household income. Estimates for the preferred type of purchased home are based on national housing preference survey data, and include detached single family homes, attached homes (such as duplexes or townhouses), and small (two to four unit) or large (five or more units) condominiums. Other housing formats make up a small part of the total and can include mobile homes, boats, and some types of group quarters.



Without considering the need to replace housing that may be taken from inventory for reasons such as demolition, disuse, or conversion to seasonal use, the market can support creation of an additional 109 units of housing annually over the next decade, broken out around 71 owned units, and 38 rental units. Price, however, will be a determining factor in the allocation. It is estimated that roughly half of buyers will be in the market for a home priced below \$250,000. With new

construction costs starting around \$200 per square foot, it will be difficult to build any new housing affordable to these buyers. When households are not able to find housing they want at a price they can afford, they tend to look elsewhere or settle for alternative housing. For many would-be homeowners priced out of the market, the alternative is to rent. This can lead to a greater number of apartments being added, and fewer owned homes.

ESTIMATED ANNUAL HOMEBUYERS BY AGE

AGE OF HHOLDER	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
15 TO 24	1	1	1	1	1	1	1	1	1	1	1
25 TO 34	28	29	29	28	28	27	27	26	26	25	25
35 TO 44	35	36	35	35	34	34	33	33	32	31	31
45 TO 54	28	29	28	28	28	27	27	26	26	25	25
55 TO 64	37	38	37	37	36	36	35	35	34	33	33
65 TO 74	28	28	28	27	27	27	26	26	25	25	24
75+	15	16	15	15	15	15	15	14	14	14	14
TOTAL	173	176	174	172	169	167	164	161	158	155	152

ESTIMATED ANNUAL HOMEBUYERS BY PURCHASE PRICE

PRICE RANGE: LOW/HIGH	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
UNDER \$100,000	32	32	32	31	31	30	30	29	29	28	28
\$100,000 TO \$149,999	20	20	20	20	19	19	19	18	18	18	17
\$150,000 TO \$199,999	23	23	23	23	22	22	21	21	21	20	20
\$200,000 TO \$249,000	15	16	16	15	15	15	15	14	14	14	14
\$250,000 TO \$299,999	19	19	19	19	19	18	18	18	18	17	17
\$300,000 TO \$349,000	12	13	13	12	12	12	12	12	11	11	11
\$350,000 TO \$399,999	12	12	12	12	11	11	11	11	11	10	10
\$400,000 TO \$449,999	6	6	6	6	6	6	6	6	6	6	5
\$450,000 TO \$499,999	7	7	7	7	7	7	6	6	6	6	6
\$500,000 OR MORE	27	28	27	27	27	26	26	25	25	24	24

Seniors will make up about a quarter of expected buyers. More than half will be between 35 and 64 years old. These age brackets will generally include a combination of first- and second-time homebuyers, and a combination of family and empty-nester households. While most are in the middle range of the market (\$250,000 to \$399,999), there are several households able to afford more expensive housing priced above \$500,000. This has typically been provided on large lots in rural parts of the county.

Most buyers will be in the market for a detached single family home, yet there is still sufficient demand to support attached housing which may take the form of a townhome or condominium development. Condominiums will have greater appeal to older buyers who prefer to continue to own, but may be considering housing with lower maintenance requirements. As an example, a condominium development with duplex and triplex buildings recently broke ground in Baraboo.

ESTIMATED ANNUAL HOMEBUYERS BY PROPERTY TYPE

TYPE		2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
DETACHED		138	141	139	137	136	133	131	129	127	124	122
ROWHOUSE		17	18	17	17	17	17	16	16	16	16	15
CONDO (5+)		3	4	3	3	3	3	3	3	3	3	3
CONDO (2-4)		9	9	9	9	8	8	8	8	8	8	8
OTHER		5	5	5	5	5	5	5	5	5	5	5

The number of renter households in the county is expected to grow. These estimates are likely low, as the cost of purchased housing will force some households to rent instead of buying. The increase will be seen among renter households generally under the age of 45. The largest number of renters is already expected to be among persons from 25 to 34 years old. The only cohorts that will grow faster are the oldest. Households headed by someone 75 or older in 2035 will largely be made up of the Baby Boom Generation.

ESTIMATED ANNUAL RENTERS BY AGE

AGE OF HHOLDER	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
15 TO 24	32	32	31	31	30	29	29	28	26	25	24
25 TO 34	124	127	131	134	138	141	143	145	146	146	146
35 TO 44	84	83	82	82	82	81	82	82	83	83	84
45 TO 54	83	83	82	81	81	80	80	79	79	78	78
55 TO 64	82	80	79	77	76	74	73	72	71	70	69
65 TO 74	63	64	63	63	62	62	61	60	59	58	57
75 TO 84	104	110	115	120	124	127	130	133	135	136	137
85+	52	59	66	75	83	92	101	110	120	130	139
TOTAL	624	638	651	663	675	687	698	708	718	727	734

ESTIMATED ANNUAL RENTERS BY MONTHLY RENT

MONTHLY RENT	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
UNDER \$600	60	61	63	64	65	66	67	68	69	70	71
\$600 TO \$699	53	54	55	56	57	58	59	60	61	62	62
\$700 TO \$799	59	60	61	62	63	64	65	66	67	68	69
\$800 TO \$899	56	57	58	59	60	61	62	63	64	65	65
\$900 TO \$999	57	58	59	61	62	63	64	65	66	66	67
\$1,000 TO \$1,099	13	14	14	14	14	15	15	15	15	16	16
\$1,100 TO \$1,199	2	2	2	2	2	2	2	2	2	2	2
\$1,200 TO \$1,299	14	14	14	14	15	15	15	15	16	16	16
\$1,300 TO \$1,399	25	26	26	27	27	28	28	29	29	29	30
\$1,400 TO \$1,499	24	25	25	26	26	27	27	28	28	28	29
\$1,500 TO \$1,749	58	59	61	62	63	64	65	66	67	68	68
\$1,750 TO \$1,999	65	66	68	69	70	71	73	74	75	76	76
\$2,000 OR MORE	138	141	144	147	150	152	155	157	159	161	163

While the 2023 median rent in Richland County was \$786, and the rent paid by 37.4 percent of households is more than 30 percent of their income, only about 27.5 percent of households can afford less than \$800 per month. In fact, more than half of expected renters can afford more than \$1,200 per month, and 41.9 percent can afford more than \$1,500 per month. These households are likely renting detached homes, but the figures suggest demand for units with higher-end finishes and amenities, such as those at Panorama Estates.

2.7 PROJECT SITE RECOMMENDATIONS FOR HOUSING DEVELOPMENT

There is demand for housing that can be constructed on the cropland, beginning at the base of the hill north of the floodplain and campus buildings, extending north to the point where it can no longer be served by municipal water mains. Some contouring of the site will be needed which may adjust the existing limit of service. Three types of housing might be considered for the site.

- **Single family detached homes.** Homes between 1,500 and 2,500 square feet, priced between \$250,000 and \$500,000, can be considered for the site. This could be in the format of a typical suburban subdivision or in a conservation subdivision that might yield a larger number of lots. Because of the mobile home park, lots on the west side of the property will be preferred. This is also the most logical place to begin construction, tapping services and taking egress from the new road the City will be constructing.
- **Attached owned housing.** Attached housing appeals to two segments of the market. Because attached units require less land and materials, they can be produced at a lower sales price attainable to a greater number of households. These units can also be designed to appeal to empty-nest and senior households. With condominium ownership, this style of housing also eliminates responsibilities for exterior maintenance. While it is also possible to market a multifamily condominium building (two or more levels), there are few developers of these buildings outside of metropolitan areas.
- **Age-restricted senior apartments.** Senior-headed households are the fastest-growing segment of the population. As they age, many will eventually turn to a rental community designed for their level of need, which can include either independent or assistant living. These are typically two- to four-story buildings with underground parking and a community center. Sited at the east end of the development site, such a building would serve as a buffer to the mobile home park.

The presence of the Symons Recreation Center, recreation lands to the north (the wooded portion of the site), and the nearby high school contribute to making this site appealing for residential development. Plans for development should consider roadway access along the eastern edge of the campus buildings, to the site recommended for senior housing. This will also be needed to support redeveloping the area of the campus buildings. The road could continue to the west to connect through the subdivision, improving access for the new housing. The City will also want to consider paths through the property to the recreation lands to the north, and to the high school.

3 COMMERCIAL MARKET ANALYSIS

The National Employment Time Series (NETS) database was used to assess business opportunities for the campus property. NETS is based on Dun & Bradstreet records, and unlike federal sources, has a better count of non-employer businesses (individual, employer, or family-operated) and has a record for every establishment. This makes it possible to assess the causes of change over time. Despite losing population, the county has added small businesses over time. Nearly all of the net growth in establishments in the last three decades (95.0 percent) is attributed to new businesses started within the county.

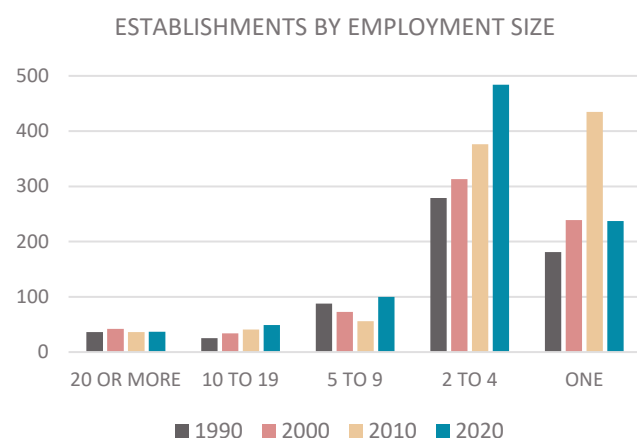
3.1 INDUSTRY BASE

In 2020, the number of establishments and employees in Richland County was similar to the average over the last two decades. Some of the pattern of change seen over time reflects national trends. There was a significant increase in business starts in the early 2000's, first as people recognized opportunity, and after the onset of the recession due to the lack of traditional employment opportunities. A large share of these businesses closed in subsequent years.



Change in the number of larger establishments in the county can be used to assess potential demand for commercial space. The number of establishments with two to four employees has seen the greatest increase, as well as sustained growth over the last 30 years. About 46.5 percent of these businesses self-describe themselves as home-based, compared to just 8.6 of larger businesses. Nearly all of these are in agriculture and construction.

On average, the county has seen an annual increase of 10.8 establishments with two to four employees, 4.4 establishments with five to nine employees, 0.8 establishments



with ten to 19 employees, and 0.1 establishments with over 20 employees. Assuming that 55 percent of establishments with two to four employees, and 90 percent of larger establishments will occupy commercial space, the county could anticipate 10.7 businesses annually in the market for space. Some of this demand will be captured by existing space, including space that is made vacant as existing businesses close.

3.2 BUSINESS TARGETS

Two industry sectors – agriculture, and administrative and support and waste management and remediation services – have seen the largest decline in establishments during the most recent decade. Construction and repair services posted much smaller losses. Manufacturing, and health care and social services, saw the largest increase in establishments.

These industries may be generalized by the type of space they would typically occupy.

- **Industrial.** 26 establishments were added in the last decade.
- **Office.** 28 establishments were added in the last decade.
- **Retail.** 31 establishments were added in the last decade.

The area around the campus buildings is not suitable for retail commercial uses as it does not have highway frontage and is not within either of the city’s two primary commercial districts. Although industrial uses like manufacturing and wholesale trade could be considered, they will have a negative impact on the remainder of the property, including sites ideally suited to residential. Office-based uses such as professional services, health care and social services, and finance, insurance, and real estate are best suited to the site. This could be broadened to include “flex” space that can be used by other industries appropriate in an office setting.

Examples of the types of uses already found in the county and appropriate to the site include:

- Legal services
- Accounting services
- Architectural and landscape architectural services
- Engineering services
- Testing services
- Graphic design services

ESTABLISHMENT CHANGE BY INDUSTRY, 2010 TO 2020

INDUSTRY	2010	2020	CHANGE
<i>Agriculture</i>	212	157	-55
<i>Construction</i>	91	83	-8
<i>Manufacturing</i>	85	106	21
<i>Wholesale trade</i>	14	19	5
<i>Retail trade</i>	89	95	6
<i>Finance, insurance, real estate</i>	45	51	6
<i>Professional services</i>	48	46	-2
<i>Administrative and support</i>	215	165	-50
<i>Health and social services</i>	39	61	22
<i>Entertainment and recreation</i>	11	20	9
<i>Accommodation and food services</i>	37	47	10
<i>Repair services</i>	31	26	-5
<i>Personal services</i>	13	19	6
<i>Other</i>	14	12	-2

- Computer programming services
- Management consulting services
- Scientific and technical consulting services
- Photography studios
- Veterinary services
- Administrative and business support services
- Employment and temporary help services
- Financial services
- Insurance agencies and brokerages
- Medical, dental, and other health practitioner offices
- Individual and family services
- Child care services

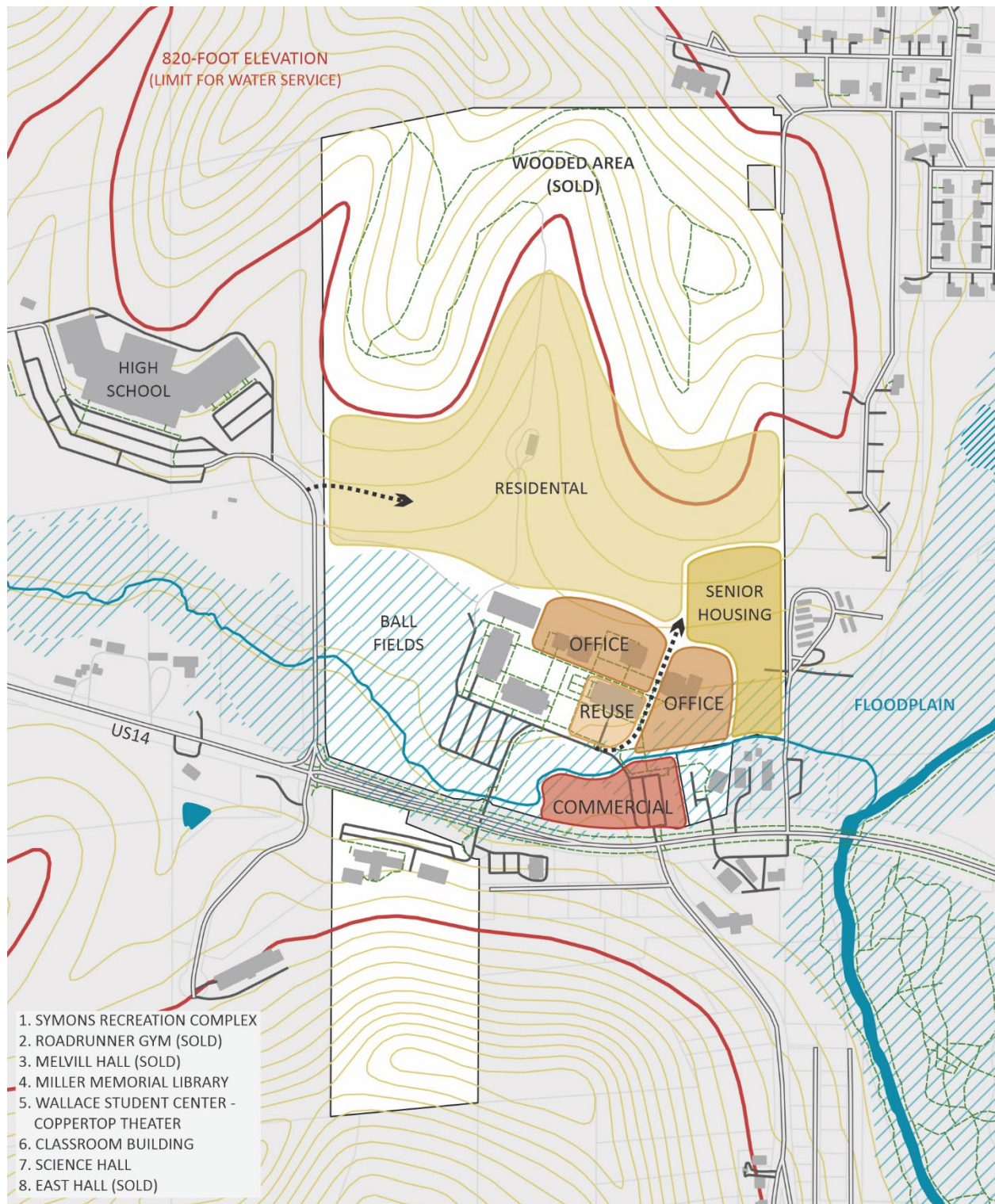
3.3 WALLACE STUDENT CENTER/COPPERTOP THEATRE

This building has unique assets that justify its reuse by a private sector operator. It can be repurposed into event space serving multiple market opportunities including weddings and other private social events, live performances, and other programming.

- **Weddings and other private social events.** This is a large market opportunity and the region has few venues able to host large events. Weddings are typically held on Saturdays and Sundays (and some Fridays) from late spring into fall. Other social events peak around holidays.
- **Live performances.** The operator would have the ability to self-program, or rent the theater for performances by theater troupes, bands, or other entertainers. These could provide a valuable source of revenue on weekdays and weekends when weddings or other events have not been booked.
- **Other programming.** The facility can be marketed for other activities such as business meetings, conferences and trade shows, presentations, and classes. These often take place during weekdays, again offering opportunities to supplement revenue.

The building has some limitations with regard to these uses. The main hall has an institutional appearance and would require a significant remodeling to effectively compete for weddings and social events. The kitchen is small and although important infrastructure such as vent hoods and plumbing is in place, it may require upgrades to provide food services for events. The theater is a unique asset not present in most comparable venues, giving it the opportunity to host entertainment or support weddings and meetings. It has minimal sound and lighting capabilities, although there are curtains and lighting. There are no green rooms or other support spaces aside from the main banquet hall.

RECOMMENDED LAND USES FOR UNSOLD CAMPUS PROPERTY



If the existing road is eliminated or moved, a viable commercial site can be created along the Highway 14 frontage. The former student center can be adapted into a privately-owned event center. The remaining unsold campus buildings should be demolished and the area redeveloped for small office uses. There is demand for senior housing that can be accommodated on the east side of the property. The remainder is best suited to low-density residential development.

3.4 CAMPUS REDEVELOPMENT AREA

The remaining unsold campus buildings (the library, classroom building, and science building) should be considered for removal, with the cleared land sold for office development. The county has sustained demand for small office-based businesses that could be located in single-user or multitenant buildings. With about five or six acres available, several small lots (about ½-acre) can be created, resulting in lot coverage ratio that will maximize future property tax value. Covenants should be adopted to ensure quality development, similar to what is existing, to protect the viability of the residential land to the north.

3.5 HIGHWAY 14 FRONTAGE

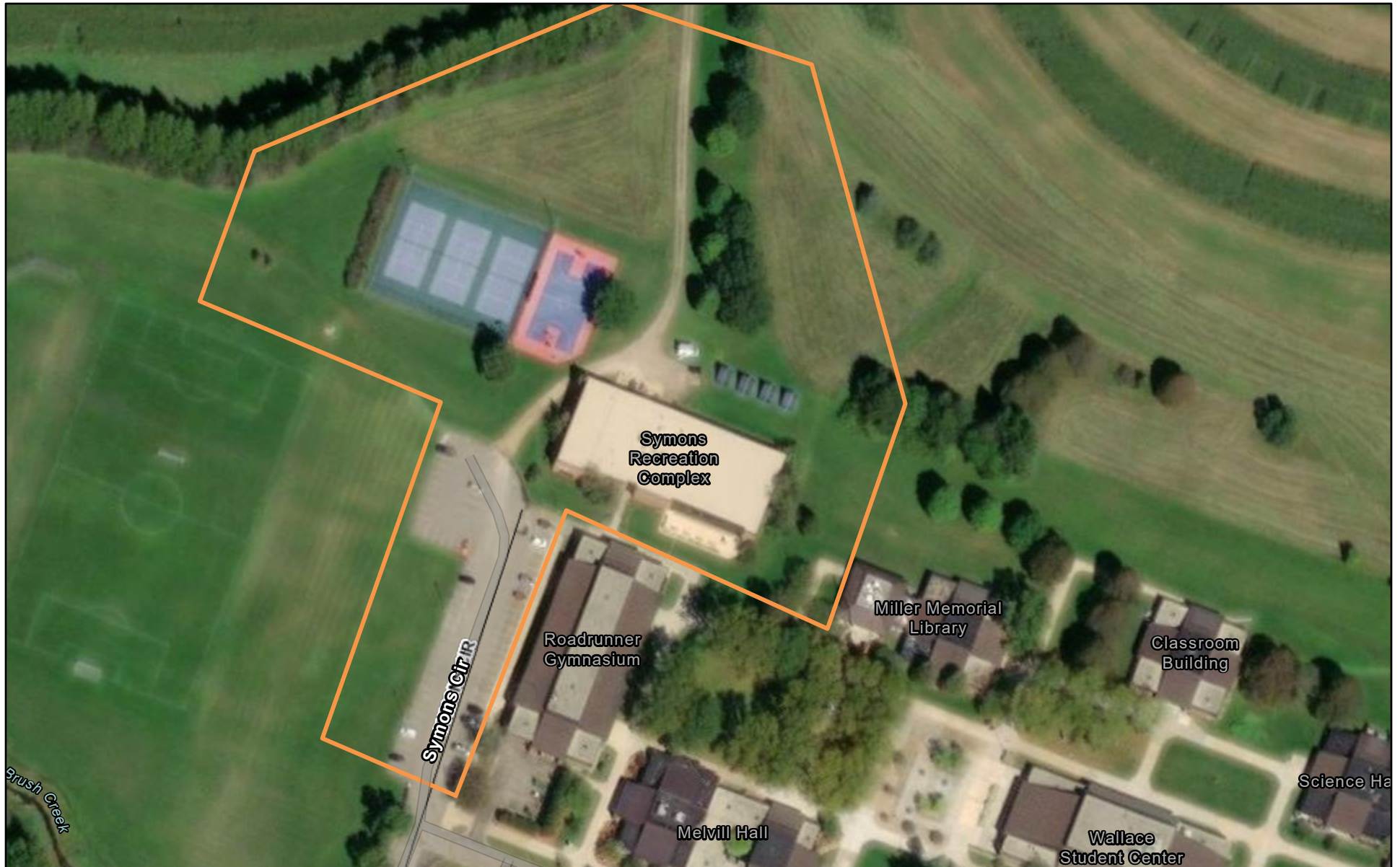
As it is currently configured, there are few good options to develop the Highway 14 frontage. Which is constrained by floodplain and the access road bisecting developable land. If the access road is located further to the east or eliminated (preserving access to East Hall), there would be a developable site. Commercial uses for this site are limited, as the primary commercial districts in the city are the downtown and Highway 14 on the east side of the city.

There are few commercial uses in the vicinity that would have a significant customer draw that would benefit this site. The high school and the Symons Recreation Complex generate some traffic, but in the case of the high school, traffic is seasonal. In 2025, the Wisconsin Department of Transportation estimated annual daily traffic at the campus entrance at 3,100 cars on Highway 14. For comparison, the volume on Highway 14 on the east side of the city is as high as 13,100 cars per day. As more development occurs in the area, such as the completion of Panorama Estates and possible residential development on the campus site, there will be an increase in traffic. It will still be well below 10,000 cars per day, which is often considered a threshold for commercial uses.

Three possible uses might be considered for this location:

- **Service-commercial.** This broad classification refers to uses such as automotive parts and service, or other repair shops, lawn or farm implement dealers, wholesalers, construction companies, etc. Many of these businesses are cost-sensitive and prefer to purchase inexpensive land and construct with minimal investments in building aesthetics or landscaping. They may also have overhead doors and outdoor storage. The City and County need to consider how potential uses can affect the character of the frontage and entrance to the site, and how that may affect its value.
- **Highway-related uses.** These are uses that rely on passing traffic to generate sales. The most likely use at this site would be a gas station similar to the Mobil opposite the site. It is not clear, however, that traffic at this location would be sufficient to support two similar uses. There may also be concern about locating a gas station in close proximity to the floodplain.
- **Office and service uses.** Similar to the recommendation for the remaining campus land, this site could support small office and related service uses.

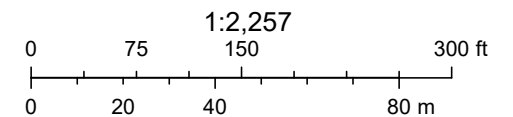
SRC Land Division revised request



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Roads

— City Streets

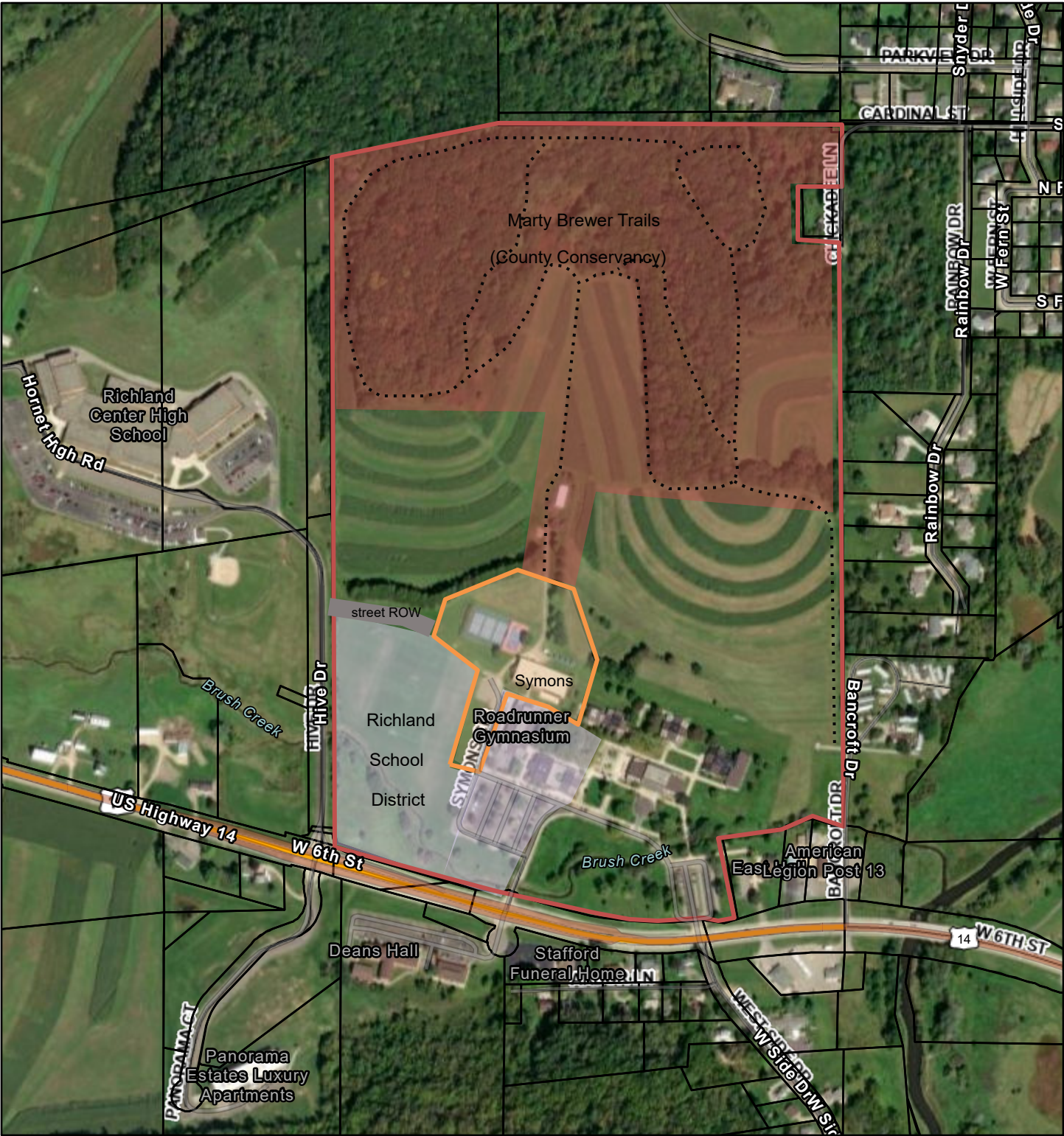


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Mike Hardy, CPRP

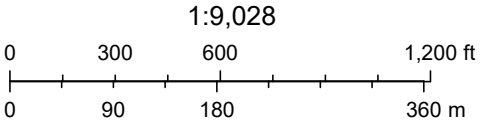
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SRC land division - revised proposal A



12/9/2025, 9:32:59 AM

- Parcel Lines
- Roads
 - Town Roads
 - US Hwy
 - City Streets



Vantor, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Mike Hardy, CPRP

Richland County Committee

Agenda Item Cover

Agenda Item Name: Designate land to be transferred to the Symons Center

Department:	Administration	Presented By:	Tricia Clements/Mike Hardy
Date of Meeting:	November 17, 2025	Action Needed:	Vote and Resolution
Date submitted:	November 4, 2025	Referred by:	Tricia Clements

Recommendation and/or action language: Outline the area from the campus to be transferred to the Symons Center.

Background: The Symons Center has future expansion goals. Prior to putting out an RFP for the Campus property, we need to ensure that the Symons Center has the land allocated to them to set them up for future success.


Attachments and References: Map outlining the land to be given to Symons.

Financial Review: Surveying costs will be covered by the Branch Campus Redevelopment Grant.

(please check one)

<input type="checkbox"/>	In adopted budget	Fund Number	
<input type="checkbox"/>	Apportionment needed	Requested Fund Number	
<input type="checkbox"/>	Other funding Source		
<input checked="" type="checkbox"/>	No financial impact		

Department Head


Administrator, Tricia Clements

Symons Recreation Complex lot option B



11/4/2025, 9:25:07 AM

Parcel Lines

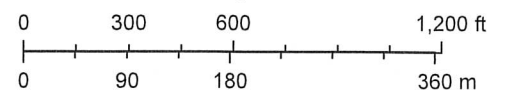
Roads

Town Roads

US Hwy

City Streets

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Vantor

Mike Hardy, CPRP
Richland County, WI | Vantor |

Opinion of Probable Cost
11/26/2025
Housing Project on Old UW Campus

City of Richland Center

Bid Item Ref. No.	Description	Unit of Measure	Estimated Quantity	Unit Price	Item Total
Street & Site work					
1	Mobilization	LS	1	\$ 65,000.00	\$ 65,000.00
2	Site Clearing & Grubbing	LS	1	\$ 2,000.00	\$ 2,000.00
3	Temporary Traffic Control	LS	1	\$ 1,500.00	\$ 1,500.00
4	Remove Existing Asphalt	SY	30	\$ 5.00	\$ 150.00
5	Common Excavation (Estimated 20,000 CY +/-)	LS	1	\$ 120,000.00	\$ 120,000.00
6	Strip, Salvage, & Re-Spread Topsoil (Estimated 15,000 CY +/-)(1ft deep)	LS	1	\$ 75,000.00	\$ 75,000.00
7	Excavation Below Subgrade (EBS) (Excavation Only)	CY	200	\$ 15.00	\$ 3,000.00
8	Base Aggregate Dense - 1 1/4"	TON	2700	\$ 17.00	\$ 45,900.00
9	Base Aggregate Dense - 3" (Includes Base for EBS)	TON	5500	\$ 17.00	\$ 93,500.00
10	Finish Grading In Prep. Of Stone Base	LF	1900	\$ 13.00	\$ 24,700.00
11	Sawcut Asphalt	LF	60	\$ 5.00	\$ 300.00
12	HMA Pavement - Upper Layer 1.75"	TON	675	\$ 120.00	\$ 81,000.00
13	HMA Pavement - Lower Layer 1.75"	TON	675	\$ 120.00	\$ 81,000.00
14	Asphaltic Tack Coat	SY	6700	\$ 0.60	\$ 4,020.00
15	Street Sign - Stop Sign (R1-1) and Street Name Assembly	EA	1	\$ 750.00	\$ 750.00
16	Restoration W/ Seed, Mulch, & Fertilizer	SY	38000	\$ 1.00	\$ 38,000.00
17	Inlet Protection - Type D	EA	12	\$ 200.00	\$ 2,400.00
18	Clear Stone Tracking Pad	TON	50	\$ 25.00	\$ 1,250.00
19	Silt Fence	LF	800	\$ 3.50	\$ 2,800.00
20	Concrete Sidewalk - 4"	SF	18500	\$ 5.80	\$ 107,300.00
21	Detectable Warning Fields	EA	12	\$ 375.00	\$ 4,500.00
22	Concrete Curb & Gutter - 30"	LF	3700	\$ 22.00	\$ 81,400.00
Subtotal - Street & Site work					\$ 835,470.00
Contingency (10%)					\$ 83,547.00
Professional Services (12%)					\$ 110,282.04
Total -					\$ 1,029,299.04

Bid Item Ref. No.	Description	Unit of Measure	Estimated Quantity	Unit Price	Item Total
Sanitary Sewer					
23	Sanitary Sewer - 8" PVC	LF	2700	\$ 80.00	\$ 216,000.00
24	Sanitary Sewer - Connect to Existing	EA	1	\$ 1,500.00	\$ 1,500.00
25	Sanitary Sewer Televising	LF	2000	\$ 3.00	\$ 6,000.00
26	Sanitary Sewer - 48" Dia. Manhole	EA	8	\$ 6,000.00	\$ 48,000.00
27	Sanitary Sewer Service Lateral - 4" PVC	LF	600	\$ 60.00	\$ 36,000.00
28	Sanitary Sewer- 4" Wye Only	EA	17	\$ 400.00	\$ 6,800.00
29	Select Granular Backfill (Trucked-In)	CY	3000	\$ 15.00	\$ 45,000.00
Subtotal - Sanitary Sewer					\$ 359,300.00
Contingency (10%)					\$ 35,930.00
Professional Services (12%)					\$ 47,427.60
Total -					\$ 442,657.60



Bid Item Ref. No.	Description	Unit of Measure	Estimated Quantity	Unit Price	Item Total
Water Distribution					
30	Water main - 6" C-900	LF	100	\$ 80.00	\$ 8,000.00
31	Water main - 8" C-900	LF	1900	\$ 90.00	\$ 171,000.00
32	Water Main - Connect to Existing	EA	1	\$ 2,300.00	\$ 2,300.00
33	Gate Valves - 6"	EA	5	\$ 2,350.00	\$ 11,750.00
34	Gate Valves - 8"	EA	7	\$ 3,000.00	\$ 21,000.00
35	Styrofoam Insulation	EA	4	\$ 125.00	\$ 500.00
36	Water Service Lateral - 1" HDPE	LF	600	\$ 50.00	\$ 30,000.00
37	Water Service - Corporation, Curb Stop, Union, and Box	EA	17	\$ 550.00	\$ 9,350.00
38	Hydrant - New w/ Marker Flag	EA	5	\$ 6,600.00	\$ 33,000.00
39	Select Granular Backfill (Trucked-In)	CY	2350	\$ 15.00	\$ 35,250.00
Subtotal - Water Distribution					\$ 322,150.00
Contingency (10%)					\$ 32,215.00
Professional Services (12%)					\$ 42,523.80
Total -					\$ 396,888.80

Bid Item Ref. No.	Description	Unit of Measure	Estimated Quantity	Unit Price	Item Total
Storm Sewer & Storm Water Management					
40	Storm Sewer - 12" RCP	LF	140	\$ 70.00	\$ 9,800.00
41	Storm Sewer - 15" RCP	LF	900	\$ 75.00	\$ 67,500.00
42	Storm Sewer - 18" RCP	LF	380	\$ 80.00	\$ 30,400.00
43	Storm Sewer - 24" RCP	LF	150	\$ 90.00	\$ 13,500.00
44	18" RCP Apron Endwall W/out Pipe Gate	EA	1	\$ 1,700.00	\$ 1,700.00
45	24" RCP Apron Endwall W/out Pipe Gate	LF	1	\$ 2,500.00	\$ 2,500.00
46	Storm Sewer Manhole - 48"	EA	2	\$ 4,250.00	\$ 8,500.00
47	Storm Sewer Curb Inlet - 2' x 3' Precast Box W/ Frame & Grate	EA	10	\$ 2,800.00	\$ 28,000.00
48	Stormwater Pond Outlet Structure	LS	1	\$ 10,000.00	\$ 10,000.00
49	Stormwater Management Pond	LS	1	\$ 40,000.00	\$ 40,000.00
Subtotal - Storm Sewer & Storm Water Mgmt					\$ 202,100.00
Contingency (10%)					\$ 20,210.00
Professional Services (12%)					\$ 26,677.20
Total -					\$ 248,987.20
Total - Housing Project					\$ 1,719,020.00
Contingency (10%)					\$ 171,902.00
Professional Services (12%)					\$ 226,910.64
Total -Housing Project					\$ 2,117,832.64
Cost Per Unit					\$ 124,578.39

This Engineer's Opinion of Probable Cost is made on the basis of our experience and qualifications. It represents our best judgment as experienced and qualified design professionals based on our information available at the time the cost opinion is made. It should be recognized that Vierbicher Associates, Inc. does not have control over the cost of materials or services furnished by others, over market conditions, or contractors methods of determining their prices. Accordingly, Vierbicher Associates, Inc. cannot and does not guarantee that bids or actual costs will not vary from this opinion.

R:\Richland Center, City of\250923 - HUD Grant Administration\Admin and Marketing\2025-11-26 Housing Project on Old UW Campus OPC.xlsx\OPC



Campus Housing Subdivision Concept

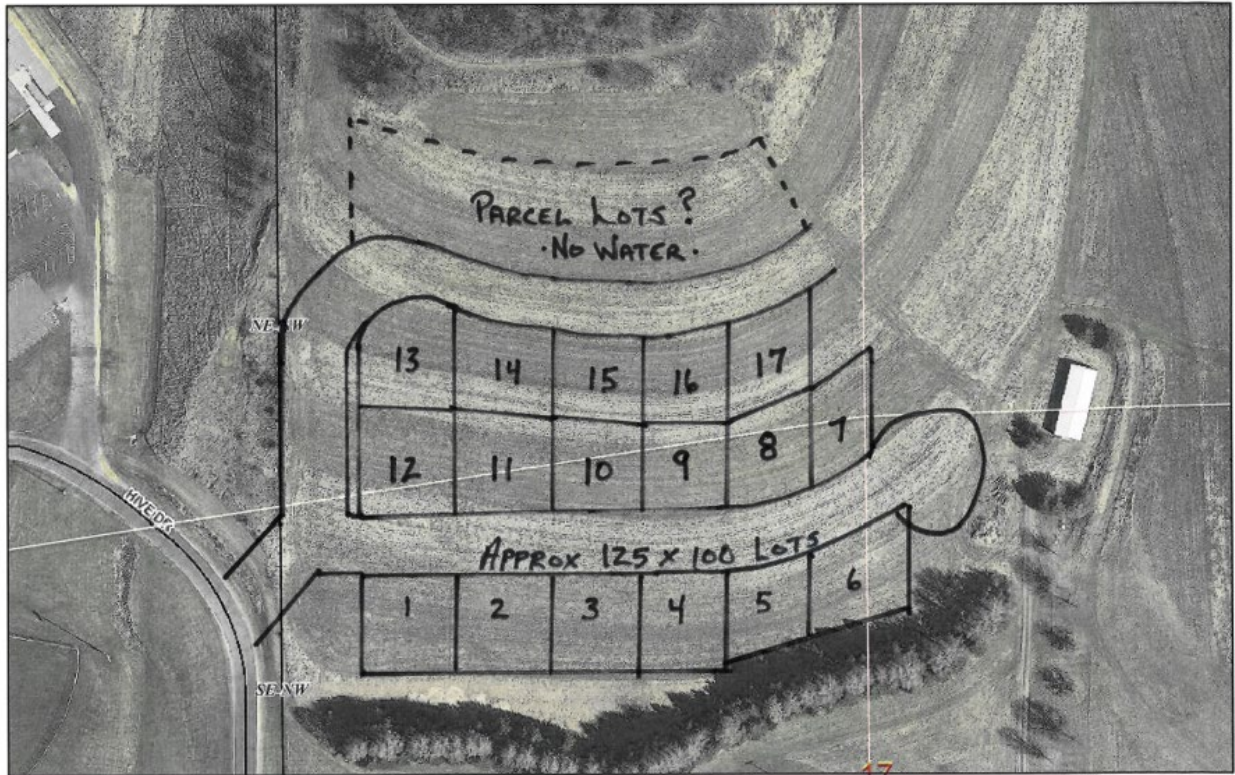
12/2/2025



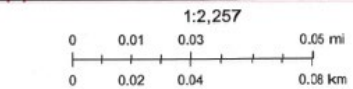
Campus Housing Subdivision Concept

12/2/2025

ArcGIS Web Map



9/10/2021, 7:44:34 PM



Richland County, WI

ArcGIS Web AppBuilder
Richland County, WI

CITY OF RICHLAND CENTER

AGENDA ITEM DATA SHEET

Agenda Item: HUD CPF Grant Project

Requested & Presented by: Econ Development Director Glasbrenner; Administrator Oliphant

Meeting Date: Finance Committee & Common Council - 12-02-2025

Background: In 2024, the City was awarded a U.S. Department of Housing and Urban Development (HUD) Community Project Funding Grant in the amount of \$2.5 million to support municipal infrastructure expansion.

- The grant was originally submitted to extend utility and roadway infrastructure on and around the future hospital site. Due to an extended project start timeline, we needed to reallocate the funds.
- Several potential reallocation projects were discussed, including Hive Drive improvements in collaboration with the High School, the Jefferson Street Redevelopment Area, and the Lamont Housing Subdivision.
- In a July Special Session, the Council approved allocating additional funding for housing infrastructure toward the Lamont project.
- Due to unforeseen delays with the Lamont Housing Subdivision, we are requesting your approval to shift our subdivision efforts to explore a collaboration with the County on developing a portion of the Old Campus site—a concept that was originally considered in 2021.
- Mayor Coppernoll and Director Glasbrenner reintroduced this concept to the County Campus Reconfiguration Committee at its November 19th meeting, where it was well received, though no official votes or decisions were made.
- A cost estimate prepared by Vierbicher Engineering indicates that the supporting infrastructure required for the Campus Subdivision would be approximately \$2.1 million.
- The Campus Reconfiguration Committee has indicated that they would like this item discussed further at their Dec. 17th meeting.
- Concept maps attached

Department Recommendation: Authorize City Administration and Economic Development to continue to work on the concept of a housing subdivision in collaboration with the County.

Financial Impact:

Funding Source: HUD CPF Grant B-24-CP-WI-2332

Requested Action:

FINANCE: Motion to recommend to Common Council to approve of the City Administration and Economic Development Departments collaborating with the County to explore a potential housing subdivision on a portion of the Old Campus site, and to incorporate the HUD Community Project Funding (CPF) Grant into the planning and funding strategy for this project.

COUNCIL: Motion to approve of the City Administration and Economic Development Departments collaborating with the County to explore a potential housing subdivision on a portion of the Old Campus site, and to incorporate the HUD Community Project Funding (CPF) Grant into the planning and funding strategy for this project.

Attachment(s):

Conceptual Subdivision Map

Vierbicher Estimate of Development Costs

Derek S. Kalish

From: Tricia Clements
Sent: Wednesday, December 3, 2025 11:33 AM
To: Derek S. Kalish
Subject: FW: Encouraging an Inclusive Vision for Housing on the Former UW–Richland Campus

Hello,
Should this be added to the packet for CRC as coordespondence?

Tricia Clements
County Administrator



Richland County
181 W Seminary Street
Richland Center WI 53581
Phone 608-649-3001 | Fax 608-647-6611
tricia.clements@co.richland.wi.us

From: Alan Lins
Sent: Tuesday, December 2, 2025 3:55 AM
To: gary.manning@co.richland.w.us; Randy Schoonover <randy.schoonover@co.richland.wi.us>; David Turk <david.turk@co.richland.wi.us>; Steve Williamson <steve.williamson@co.richland.wi.us>; Rod Perry <rod.perry@co.richland.wi.us>; Steve Carrow <steve.carrow@co.richland.wi.us>; Melvin Frank <melvin.frank@co.richland.wi.us>
Cc: Tricia Clements <tricia.clements@co.richland.wi.us>; Mary Miller <mary.miller@co.richland.wi.us>; Sandra Kramer <sandra.kramer@co.richland.wi.us>; Richard McKee <richard.mckee@co.richland.wi.us>; Larry Engel <larry.engel@co.richland.wi.us>; Alayne Hendricks <alayne.hendricks@co.richland.wi.us>; Tiffany Thompson <tiffany.thompson@co.richland.wi.us>; Chad M. Cosgrove <chad.cosgrove@co.richland.wi.us>; Kerry Severson <kerry.severson@co.richland.wi.us>; Marc Couey <marc.couey@co.richland.wi.us>; Julie Fleming <julie.fleming@co.richland.wi.us>; Daniel McGuire <daniel.mcguire@co.richland.wi.us>
Subject: Encouraging an Inclusive Vision for Housing on the Former UW–Richland Campus

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

To: Members of the Campus Reconfiguration Committee:
CC: Trish Clements, Remainder of the Richland County Board of Supervisors

I am writing to encourage you to take an inclusionary and forward-looking approach as you consider the proposed housing development on the former UW–Richland campus. SEH has developed a preliminary proposal for the property. While the concepts for senior housing and single-family homes are good starting points, the proposal appears to overlook some important needs identified in the most recent housing studies for both the City of Richland Center and Richland County.

Both the **2024 Richland Center Housing Study** ⁽¹⁾ and the **2024 Richland County Housing Study** ⁽²⁾ identify a shortage of affordable housing.

Additionally, the **2024 Richland County Housing Study** ⁽³⁾ identifies a need for housing suited to J-1 work and study programs. I suspect, but am unable to confirm, that these visa holders were international students at the UW-Richland Campus. There are also A2, H1-B, and H-2B workers who are filling area factory positions. This is a documented workforce issue in our area that deserves consideration in a comprehensive housing development plan. SEH should address this as part of a complete and equitable proposal. It is likely that international workers will be needed locally for at least the next generation. Sufficient and adequate housing for this population is an issue.

Economically and socially diverse neighborhoods can break down economic and social silos offering lower-income households access to higher opportunities and wealthier households exposure to more diverse perspectives.⁽⁴⁾

Nearby communities are taking a proactive approach: the **City of Reedsburg** ⁽⁵⁾, the **City of Boscobel** ⁽⁶⁾ and the **City of Baraboo** ⁽⁷⁾ list affordable housing as a priority in their comprehensive plans. It is important that the County itself ensures these needs are not neglected.

SEH has a demonstrated ability to design affordable and inclusionary neighborhoods. They have accomplished this in the Village of Jackson in Washington County, Wisconsin as part of the NGHI (Next Generation Housing Initiative) ⁽⁸⁾ Please encourage SEH to design an affordable and inclusionary neighborhood.

There is, and should be, a sense of urgency, regarding housing. According to data from the Wisconsin Department of Administration, the population of Richland County declined by 4% from 2010 to 2020. There are double digit declines projected for Richland County through 2050. ⁽⁹⁾ New housing is desperately needed to attract new residents. If the math is done, the population of Richland County in 2050 is projected to be between 11,000 and 12,000.

I respectfully urge the Campus Reconfiguration Committee to request that SEH expand its proposal to incorporate affordable housing, workforce housing (especially for A2, H-1B, and H2-B workers), and other inclusionary options that align with documented local needs. The redevelopment of the UW–Richland campus is a rare opportunity, and it should be shaped with the fullest vision of who we are, who we want to support as a community and who needs housing in this community.

Thank you for your service and for your attention to this important matter.

Respectfully,
Alan Lins

[1] [2022-2032_richland_center_compplan_lr.pdf](#)

"However, lack of vibrancy for young people and affordable housing for all income levels are also opportunities to improve the quality of life in Richland Center."

[2] [2024-Richland-County-Housing-Study---June-2024_1.pdf](#)

Page 2, Affordability Challenges

"There is not enough affordable housing. The demand for affordable housing comes from seniors, and low-to-moderate income families. More units are needed for senior apartments. There is concern that a lack of affordable housing will lead to increased homelessness."

Page 43, Housing Cost Burden

" Approximately 19.6% of Richland County homeowners are housing "cost burdened," meaning they spend more than 30% of their income on housing. In addition, 8% of homeowners are severely cost burdened, spending more than 50% of their income on housing. As is typically expected, the percentage of cost burdened renters is higher, at 32.2%, with 16.8% severely cost burdened (Figure 33). Overall, 1,071 homeowners and 447 renters are cost burdened. These cost burdened households indicate a need for additional housing options, higher wages, cheaper childcare, or a number of other factors. "

[3] [2024-Richland-County-Housing-Study---June-2024_1.pdf](#)

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"1.6 Explore new and innovative housing solutions such as co-ops, home sharing, seasonal J1 Visa worker housing, etc."

"Increase affordable housing options for new and existing residents. Examples include: a. Continue to support a zoning ordinance with only two or three residential districts."

[4] [The Power of Economically Diverse Communities](#)

[5] [Reedsburg_Comprehensive_Plan_FINAL.pdf](#)

Page 11

"Encourage a range of affordable, accessible, and quality rental housing options throughout the community."

[6] [City-of-Boscobel_Comp_Plan_2022-2032_Final_LR.pdf](#)

Page 18

"GOAL: Attract and enable a diverse array of affordable housing suitable for all stages of life, income levels, and abilities "

[7] [Microsoft Word - Baraboo Plan_ADOPTED.doc](#)

Page 143

Promote affordable housing through smaller lot sizes, revisiting certain public improvement requirements (e.g., street widths), appropriately planned and located attached and multiple-family housing, and continued participation in county and state housing programs.

[8] [The Oaks of Jackson Housing Development](#)

Perhaps most notably, this development set a key precedent as southeastern [Wisconsin's first NGHI project](#) – an initiative led by the County to expand affordable housing. This approach contributed to the goal of delivering 1,000 owner-occupied homes by 2032, with a strong emphasis on affordability. The pricing structure calls for at least 40% of homes to be under \$340,000, 80% under \$360,000, and all homes to fall below \$420,000, including both the home and the lot. The development's success demonstrates how strategic partnerships can deliver high-quality, attainable housing and pave the way for future community-driven efforts.

[9] [Summary_Pop_Proj_2020_2050.pdf](#)

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