

Request for Interest (RFI)

Campus Area Redevelopment

Richland County, Wisconsin



1. Introduction and Purpose

Richland County is seeking qualified development teams to submit letters of interest for the development opportunities on the former UW campus property in Richland County (the “Site”). The County’s goal is to align high-quality, market-supportable reinvestments with community priorities, respond to documented market conditions, and support developers in creating long-term assets for the area.

This RFI is informed by a recent market analysis and community discussions and is intended to attract developers with experience in residential, commercial, institutional reuse, mixed-use, and phased redevelopment in small-County or rural markets.

The County is open to creative, phased, and public-private partnership (P3) approaches that leverage both private investment and available public tools.

2. Site Overview

- Former campus property located adjacent to existing civic, educational, and recreational uses
- Proximity to the Symons Recreation Complex, Richland High School, hiking trails, and other community assets
- Mix of upland developable areas and existing structures
- U.S. Highway 14 frontage with traffic volumes around 3,100 ADT
- Existing infrastructure and public ownership create a rare redevelopment opportunity of this scale

The County anticipates demolition of obsolete buildings to prepare development-ready sites, while evaluating adaptive reuse opportunities for remaining structures. The attached MAP provides context for where the County believes certain types of development would be appropriate, however the County also encourages developers to bring other concepts, which meet the goals and intent of the County, to the table.

Refer to the attached Site Conditions Report for additional information about the site. Please be aware that there is a high probability that portions of the site will need to be rezoned to accomplish the redevelopment goals. Zoning for the site falls under the jurisdiction of the City of Richland Center, which has indicated similar goals for redevelopment of the site.



3. Market Context and Key Findings (Summary)

Economic and Demographic Conditions

- Richland County's economy is stable but experiencing limited growth, with employment levels holding relatively steady over the past 20 years.
- Key employment sectors include manufacturing, health care, and small-scale service businesses.
- Retail performance is weakening, with lower foot traffic and store performance compared to regional peers.

- The County population has declined approximately 10% since 1950 and is projected to decline slightly to approximately 16,762 by 2035.
- Demographic trends include an aging population and out-migration of younger residents, typical of rural Wisconsin counties.

These conditions underscore the importance of right-sized, market-responsive development rather than speculative large-scale retail or high-density office projects.

Precedent for Campus Reuse

Across Wisconsin and the Midwest, closed two-year university campuses have been successfully repurposed into:

- Senior housing and mixed residential developments
- Recreation and wellness facilities
- Government and institutional offices
- Event centers and performance venues
- Private education or satellite higher education uses

These precedents support a mixed-use redevelopment model that blends housing, employment, civic, and community-serving uses.

Please refer to the attached Market Analysis for more market context information.

4. Desired Development Outcomes

The County seeks development that advances the following outcomes:

- **Market-supported housing**, with emphasis on senior and middle-market demand
- **Employment-generating uses** that align with local business growth trends
- **Adaptive reuse** of viable structures where feasible
- **High-quality design** compatible with surrounding neighborhoods
- **Public access and connectivity**, including trails and recreation integration

Responses are not required to include all uses listed below; however, they should demonstrate a cohesive, realistic vision. Again, the attached MAP provides context for where the County believes certain types of development would be appropriate, however the County also encourages developers to bring other concepts, which meet the goals and intent of the County, to the table. The County is also not necessarily looking for a single development partner to redevelop the entire campus. The hope is that developers, builders, businesses, and others will express their interest in being a part of the exciting redevelopment of this prime site in Richland County.

5. Preferred Land Use Concepts (Based on Market Analysis)

It is the County's intent to sell the majority of the site to third parties. As indicated on the MAP, the Symons Center, Melvill Hall, and the Roadrunner Gymnasium will be sold/leased to identified parties. The County plans to keep the storage building in the middle of the site for the time being but ultimately would consider sale of that site/building as well. The County would like to sell the rest of the site to third parties under development agreements that ensure community goals are met in the development.

A. Residential Development

The open area north of the current campus buildings would be attractive for residential development. Strong demand exists for housing that serves seniors and middle-market households.

Priority residential concepts include:

- **Senior Rental Housing (Independent or Assisted Living)**
 - Identified as the strongest long-term demand segment
 - Two- to four-story buildings with elevators, parking, and shared amenities
 - Appropriate as a buffer adjacent to lower-value or transitional uses
- **Attached Ownership Housing (Townhomes, Duplexes, Condominiums)**
 - Appeals to both aging residents and younger households
 - Helps address affordability constraints created by rising construction costs
- **Single-Family Detached Homes**
 - 1,500–2,500 square feet
 - Target price range: \$250,000–\$400,000
 - Best suited for upland areas and locations buffered from adjacent uses

B. Commercial / Mixed-Uses

Since the Symons Center will remain on site long-term and two of the former campus buildings (Melvill Hall and Roadrunner Gymnasium) are being sold to the School District, the area around these buildings would be appropriate for commercial use and/or mixed-use. Market analysis indicates that future business growth will be dominated by small firms and professional services, which would fit in this area.

Appropriate concepts include:

- Small office or flex buildings (½-acre pads)
- Professional services (legal, accounting, engineering, consulting)
- Medical, health, and social service offices
- Financial, insurance, and technical services

Design covenants or form-based standards are encouraged to ensure compatibility with nearby residential development.

C. Adaptive Reuse – Student Center / Theatre

The County is interested in proposals that evaluate reuse of the former Student Center / Coppertop Theatre. Market analysis indicated that this building has some unique assets that could justify its reuse. Uses to be evaluated could include:

- Weddings and social events
- Live performances and community theater
- Conferences, meetings, and civic events
- Restaurant with performance spaces

Proposers should acknowledge that significant renovation may be required to modernize the facility and improve the kitchen, accessibility, and building systems.

D. Highway 14 Frontage

There is a site that sits above the floodplain along Highway 14 on the south side of the site that could be appropriate for highway-oriented commercial use. Given relatively low traffic volumes, development along Highway 14 would likely be limited to:

- Service commercial uses (contractors, repair services, small operations)
- Select office or service uses

6. Infrastructure and Site Planning Considerations

Internal site infrastructure will be necessary to realize the full potential of the site. This RFI will allow the County to engage with interested developer(s) to properly plan the necessary infrastructure, which will include:

- A new internal road network to support redevelopment
- Integration of trails, sidewalks, and connections to the Symons Recreation Complex and surrounding neighborhoods
- Preservation of open space and recreation-oriented areas

7. County Participation and Incentives

The County is willing to consider:

- Land write-down or phased land disposition
- Infrastructure participation

- Tax Increment Financing (TIF), requires City participation
- Assistance with grant funding or state/federal programs
- Flexible zoning or planned development approvals require City participation

8. Developer Qualifications

Respondents should demonstrate:

- Experience with development consistent with interest
- Financial capacity to undertake development
- Familiarity with small-market or rural development challenges
- Ability to work collaboratively with public-sector partners
- Experience leveraging public incentives, grants, or tax credits (if applicable)

Joint ventures and multidisciplinary teams are encouraged. Again, the County is not necessarily looking for a single development partner to redevelop the entire campus. The hope is that developers, builders, businesses, and others will express their interest in being a part of the exciting redevelopment of this prime site in Richland County.

9. Proposal Submission Requirements

Letters of interest should consider the following in their submittal package:

1. Development team qualifications and relevant project experience
2. Narrative description of development interest
3. Conceptual site plan (optional)
4. Proposed land uses and phasing strategy, if applicable
5. Conceptual development program (housing units, square footage, etc.)
6. Anticipated public-private partnership elements
7. Estimated development timeline
8. Any additional items you feel would assist the County in making decisions

Letters of interest should be emailed to Nate Day at nday@sehinc.com in pdf format. There is no page limit for responses, but we would expect between 5-12 pages to convey interest, qualifications, and basic vision for respondent's participation in the redevelopment.

10. Evaluation Criteria

Qualifications will be evaluated by the County's Campus Reconfiguration Committee based on:

- Alignment with market analysis and community goals
- Financial feasibility and realism
- Phasing strategy and risk management
- Developer experience and capacity
- Long-term benefit to the County and community

11. Use of RFI Responses

This RFI is intended to identify qualified development partners and feasible redevelopment concepts. Based on responses received, Richland County may, at its sole discretion, invite one or more respondents to enter into further discussions or negotiations regarding potential redevelopment of the site. The County may pursue such negotiations without issuing a subsequent RFP or may elect to issue a future RFQ or RFP.

12. Schedule and Contact Information

- RFI Issued: **March 20, 2026**
- Pre-Proposal Meeting (Optional): **April 3, 2026, 11am-1pm**
 - At Melvill Hall, 1100 Hwy 14 West, Richland Center, WI
- Responses Due: **April 13, 2026, 5:00pm CST**
- Next Steps/Notification of Shortlisted Respondents: (expected): **May 8, 2026**

Questions should be directed to:

Nate Day, SEH Project Manager
(608)620-6185
nday@sehinc.com

Brian Fukuda, SEH
(608)406-2326
bfukuda@sehinc.com

Richland County reserves the right to accept, reject, or negotiate any proposal and to modify the redevelopment approach in the best interest of the community.

Richland County is committed to finding the right development partner(s) to reach a successful outcome.

Considering the potential for positive economic, social, and environmental outcomes, Richland County understands its role in being an active partner in contributing to the creative solutions necessary to effectuate a feasible development project.

The following is a list of available considerations for the development "toolbox" that can be negotiated with each phase:

1. **Tax Incremental Financing.** The City of Richland Center may consider adopting a TID with the purpose of assisting in the funding of the Campus Redevelopment project. The State of Wisconsin has approved legislation that will allow for residential TIDs in addition to the previous opportunity for mixed-use TIDs.
2. **Property Ownership.** Richland County will consider proposals negotiating the land as part of a development deal.
3. **Grants.** Funding has been secured for demolition of existing buildings and potentially some assistance with infrastructure and utilities.

Reservation of Rights Provisions

Richland County reserves the right to:

- Cancel or withdraw the RFI prior to or after the submission deadline
- Modify or issue clarifications to the RFI prior to the submission deadline
- Reject any submission it deems incomplete or unresponsive to the submission requirements
- Consider a submission that is in non-compliance with the submission requirements
- Reject all submissions that are submitted under the RFI
- Modify the deadline for submissions or other actions
- Reissue the RFI, a modified RFI, or a new RFI, RFQ or RFP whether or not any submissions have been received in response to the initial RFI issuance.

Notice of Modification

Richland County may post on the County's official website (<https://www.co.richland.wi.us>) notices or information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this RFI. Respondents shall have the obligation to check the website for any such notices and information, and the County shall have no duty or obligation to provide direct notices to respondents.

Ownership and Use of Submissions

All submissions shall be the property of Richland County which may use ideas in any submission, whether the submission is selected or rejected.

Further Efforts

Richland County may request that respondents clarify their submissions and/ or submit additional information pertaining to their submissions.

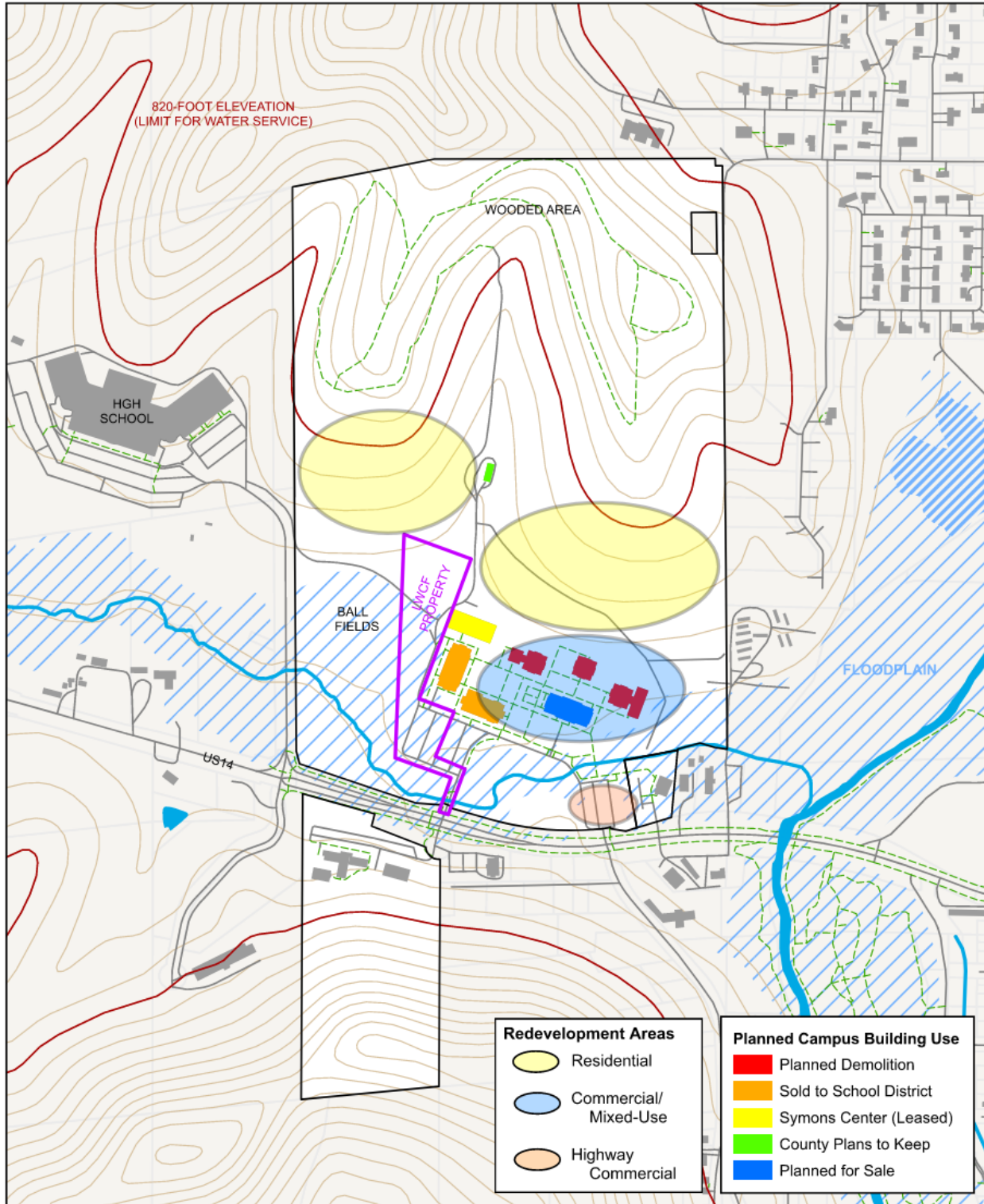
Non-Binding


The selection by Richland County of a development partner indicates only an intent by the County to continue with the selection process and/ or negotiate and the selection does not constitute a commitment by Richland County to execute a final agreement or contract with the developer.

Non-Liability

By participating in the RFI process, respondents agree to hold Richland County and its employees, agents, representatives, and consultants harmless from all claims, liabilities, and costs related to all aspects of this solicitation.

Attachment1: Map of Site and Redevelopment Areas



	6808 Odana Road, Suite 200 Madison, WI 53719-1137 608.620.6199 800.732.4362 toll free	Project: RICHC 186603 Print Date: 12/17/2025 Map by: mfaik Projection: WisCRS Richland (ft) Source: Richland County	Campus Redevelopment UW Richland Center Richland County, WI

Attachment 2: Site Condition Report

Richland County – Campus Redevelopment Plan

Site Conditions Report

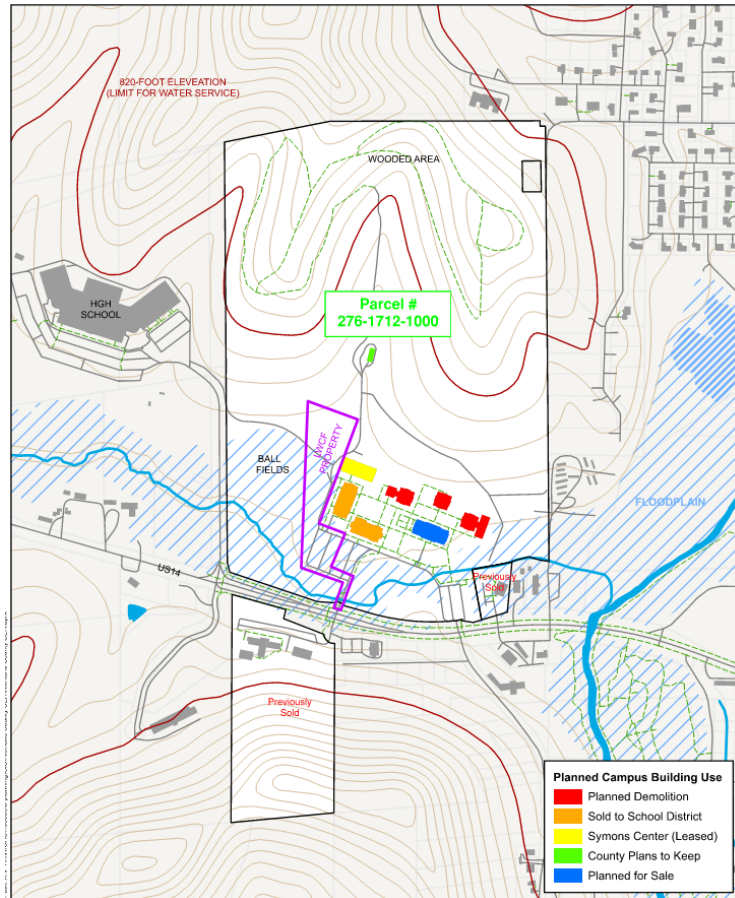
Overview

Richland County owns the former UW-Platteville Richland Campus, which closed in 2023. The County is interested in working with developers to bring viable uses back to this area, which will meet community needs and turn a difficult situation into a positive development.

This report will provide information on site conditions as it relates to potential redevelopment options – including ownership, adjacencies, zoning, building conditions, infrastructure, and environmental constraints. This report is intended to provide information that will assist in decision-making about the future of this site.

Ownership

The campus property consists of parcel #276-1712-1000, as shown on the map below. The parcel contains approximately 132.45 acres within the City of Richland Center, Richland County, WI, on the north side of U.S. Highway 14. The parcel is owned by Richland County.



As the map shows, the parcel is adjacent to Richland Center High School to the west. To the east is a mobile home park and a couple of commercial buildings. To the north, there is a significant elevation change up to some woodlands and a residential subdivision. Across U.S. Highway 14 to the south are some single-family homes, a funeral home, and the former dorms for the campus, which are now under multi-family residential use. Panorama Estates, which is a newer multi-family residential development, is also on the south side of U.S. Highway 14.

East Hall, which sits on the southeast corner of the campus, was previously sold to the School District for use as a PARTNER Charter School. Melvill Hall and Roadrunner Gymnasium, which sit on the southwest corner of the campus, are also in the process of being sold to the School District.

Also of note, the development of the courts outside at the Symons Center used Land and Water Conservation Fund (LWCF) grant funding, which therefore placed a restriction on the use of a portion of the property. Shown in purple on the above map (labeled LWCF Property), this land must remain in public use for recreation purposes. Alternatively, if redevelopment was desired in this area, this use would need to be sufficiently replaced elsewhere, or the grant funding would need to be paid back.

Zoning and Planning Jurisdictions

The property is under the zoning authority of the City of Richland Center. Current Zoning for the entire campus is R-1 Residential, Single-Family.

- Permitted uses within R-1 include single-family dwellings, public parks and playgrounds, home occupations, and family day homes.
- Permitted accessory uses include enclosed parking spaces and carports for passenger cars (with size limits), accessory buildings (with size limits), decorative landscape features, on-premises signs, and private swimming pools.
- Conditional Uses include churches, public and parochial schools, colleges and universities, certain municipal buildings, professional offices (when incidental to a primary residential occupancy), attached garages and accessory buildings.

There is a high probability that portions of the site will need to be rezoned to accomplish redevelopment.

The City of Richland Center's future land use plan shows this area as Institutional/Public on the southern portion along U.S. Highway 14 and Residential on the northern portion. The City's last comprehensive plan update was completed in 2022, and while enrollment was seeing steady decline, the campus was still active. In that plan, the City and the community recognized the campus as a significant asset. The plan states "The city should be assertive in its relationship with the university to ensure that the university can thrive or

find other options to utilize its campus.” Now that the campus is closed, it would be appropriate to request a plan amendment from the City of Richland Center.

Existing Building Conditions

Venture Architects has provided assessments of the existing buildings on the campus, which are dated November 2024. These assessments generally found that the campus buildings are in fair condition, but with significant deferred maintenance and high estimated renovation costs. The major building systems were generally found to be in working condition but beyond their anticipated life expectancy.

Relying on the previous assessments from Venture Architects and knowing that significant building renovations would be needed for reuse, SEH and Place Dynamics reviewed the buildings from a market use perspective, to identify whether the building space would have viable market use if kept on site and offered for sale. It was recommended that Science Hall, the Classroom Building, and Miller Memorial Library did not offer significant market value. It was also recommended that Melville Hall, Wallace Student Center, and Roadrunner Gymnasium each offered potential market value with building features such as usable office and meeting space, commercial kitchen and performance space, and functional gym space, respectively.

Unfortunately, during the winter, it was discovered that there has been significant damage done to the Wallace Student Center building due to boiler failure and frozen/broken pipes, which caused an undetermined amount of water damage to the building. This building should be reassessed in the spring to determine whether it still has value.

Infrastructure and Utilities

The property is accessed via West Side Drive from U.S. Highway 14. In 2025, Richland County replaced the West Side Drive bridge over Brush Creek on the west side of the property. The bridge on the east side of the property may also require work depending on the use of the campus in the future, however an assessment of this bridge has not been completed. The northern portion of the site could also be accessed via Hive Drive, which the City has plans to improve in 2027. Coordination with WisDOT on plans for accessing U.S. Highway 14 will be required when future land use for the campus is determined, however it is not expected that the intensity of use would exceed that of the previous campus use.

A water main cuts across the property along the south side from the high school to Bancroft Drive on the east, which should provide water access to the site. However, the water pipes that are internal to the site are in poor condition and should not be used to serve new development. Similar to the water lines, sanitary sewer service runs through the property but should not be counted on to serve new development on this site.

Also to note, the water pressure in the system would not be adequate to serve the full northern portion of the campus site due to the elevation change, without an investment in a booster station.

Environmental Constraints

The primary environmental constraint to the property is the floodplain surrounding Brush Creek on the south side of the property along U.S. Highway 14. Except for the parking lot area just off U.S. Highway 14 on the east side of the property, the highway frontage is all within floodplain and unable to be developed. The parking lot area could provide a small area for highway-oriented development that is outside of the floodplain. The floodplain is shown on the above map.

Attachment 3: Market Analysis

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.

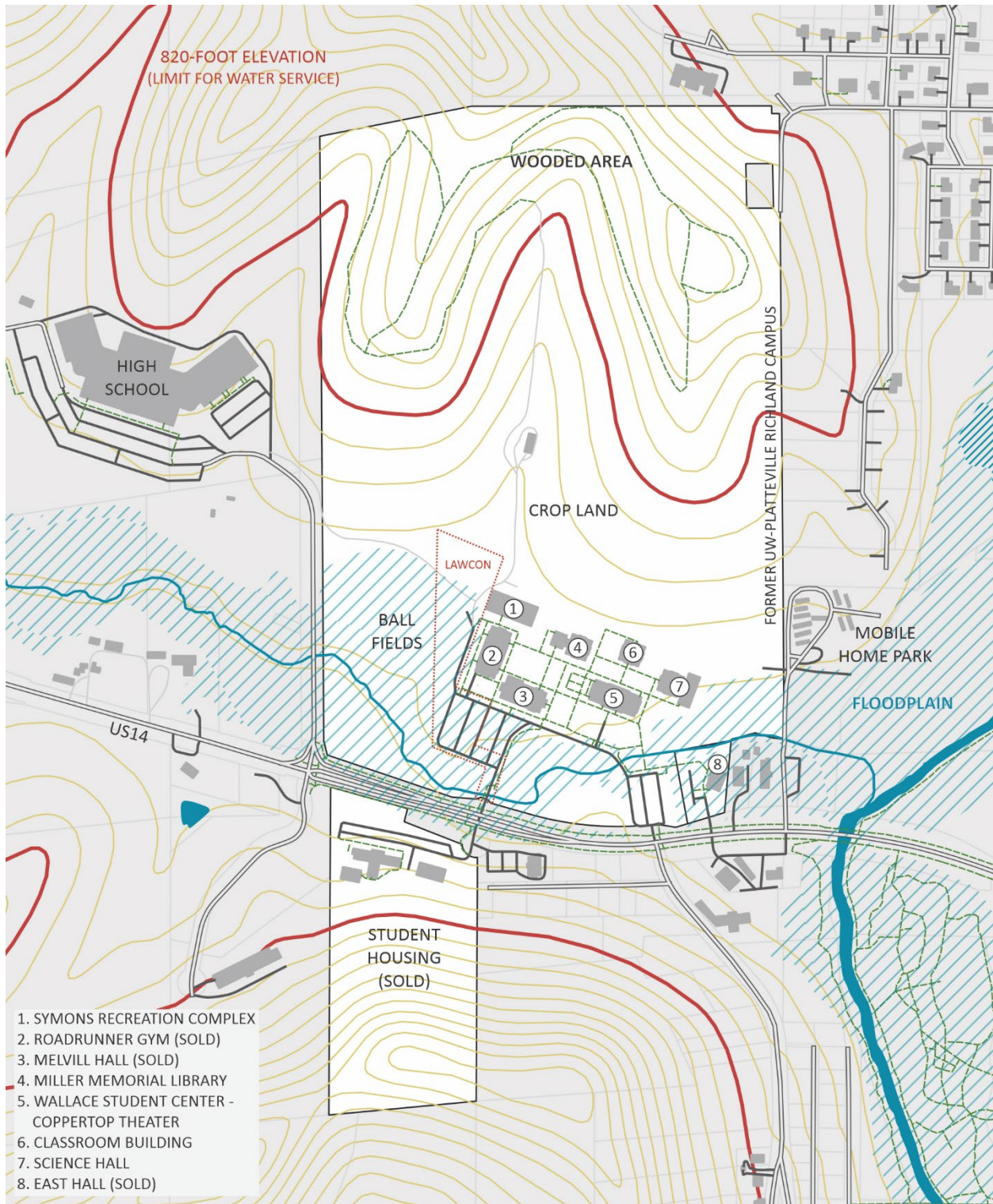
The campus consisted of three parcels totaling 152.03 acres. These included the 132.45-acre primary parcel on which the main campus is located, a 1.29-acre site where East Hall was located, and 18.29 acres south of U.S. Highway 14 used for student housing. There were nine buildings making up the campus: 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. Richland County has sold or agreed to sell several portions of the property 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 will retain ownership of the wooded areas on the north of the site, where there is an extensive trail network.
- **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 Hive Drive provides a second point of access along the western edge of the site. The City has considered, but not committed to constructing a new road from Hive 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.

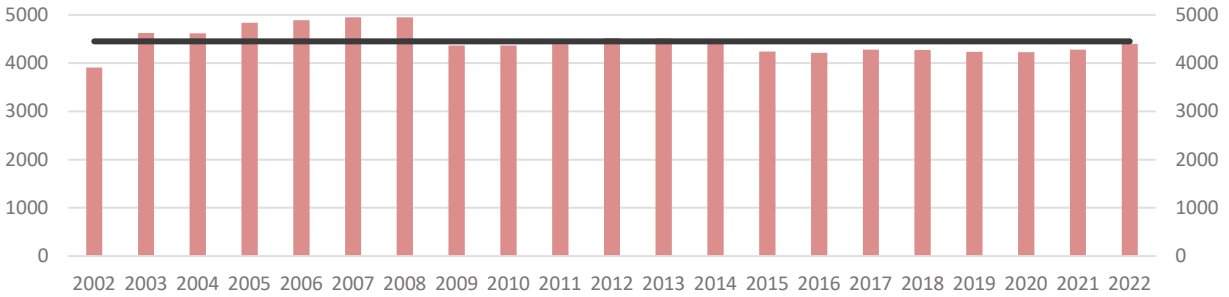
Floodplains are mapped over much of the lower portion of the site, with the exception of the campus buildings and central courtyard, and the east parking lot along with a portion of the highway frontage immediately to the west of the lot. The soccer fields, western parking lots, and undeveloped land east of the campus buildings are all in the floodplain. A portion of this land was acquired with a LAWCON grant and must remain as open space. Recreational and related uses are permitted, and the site includes the tennis courts.

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 Hive 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

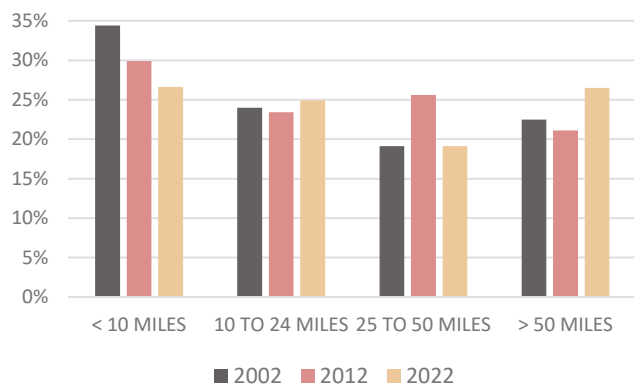
PRIMARY PRIVATE SECTOR JOBS - RICHLAND COUNTY



(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

COMMUTING DISTANCE - RICHLAND COUNTY



attracting the greatest number of county workers. This is followed by other cities in the region such as Spring Green, Reedsburg, Muscodia, 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.

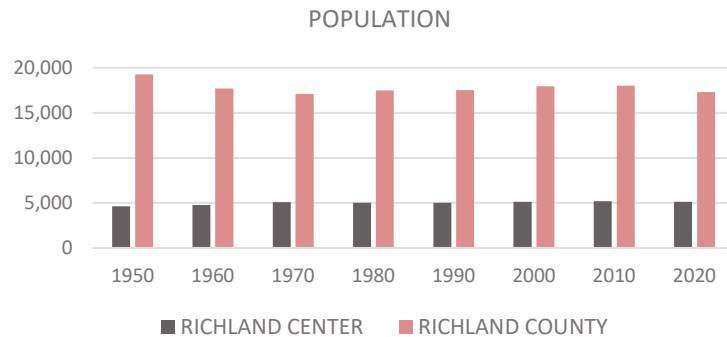
There have been few significant development projects completed or initiated within the region in the last three years. Healthcare-related development is most common, with investments in hospitals in Richland Center, Reedsburg, and Viroqua. Reedsburg, Viroqua, Arena, and Richland

Center have also seen new apartment buildings approved or completed. Other area development projects include:

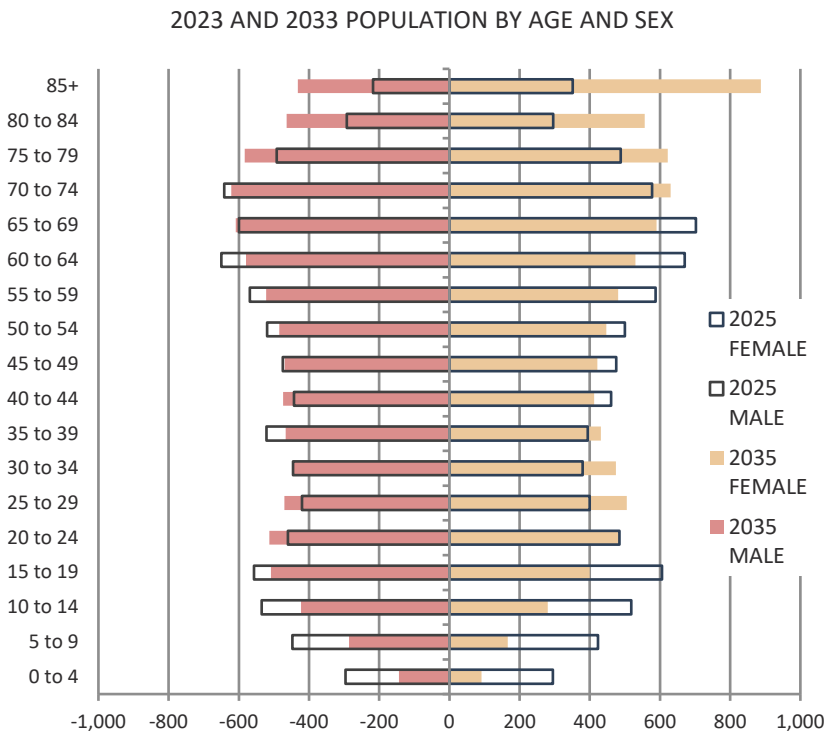
- Cobblestone Hotel – Richland Center
- Meister Cheese expansion – Muscoda
- Aldi grocery store – Viroqua
- Dollar General – Reedsburg
- Reedsburg Flooring – Reedsburg
- Self-storage buildings – Arena, Reedsburg, and Viroqua

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 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

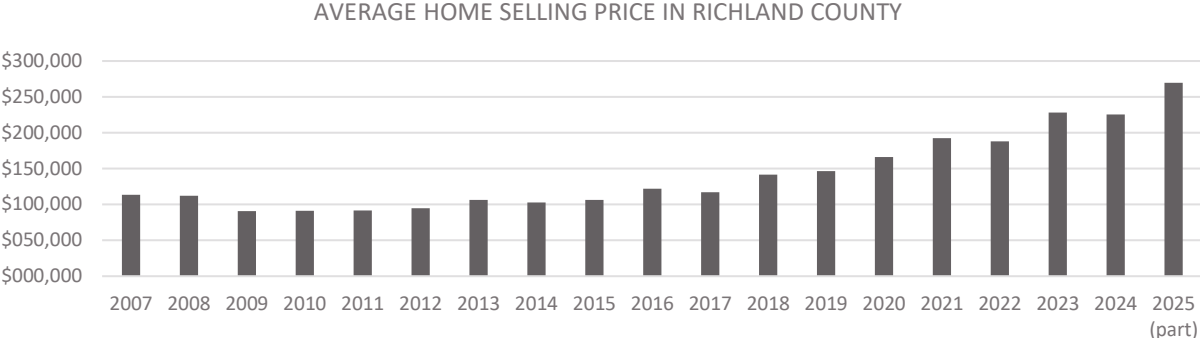
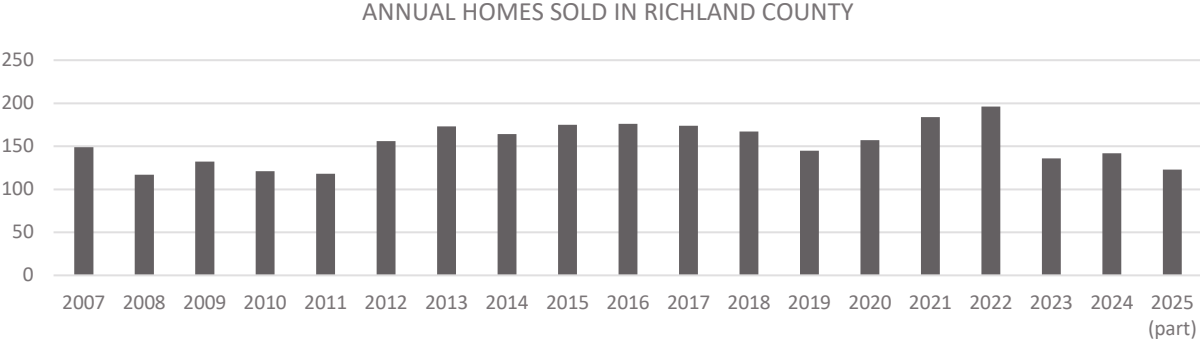
There are 8,542 housing units in Richland County, with 2,683 located in Richland Center. A majority of housing is owner-occupied, making up 76.5 percent of the county total, and 59.6 percent of the city's housing units. Most housing is in the form of detached single-family homes (82.2 percent in Richland 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.

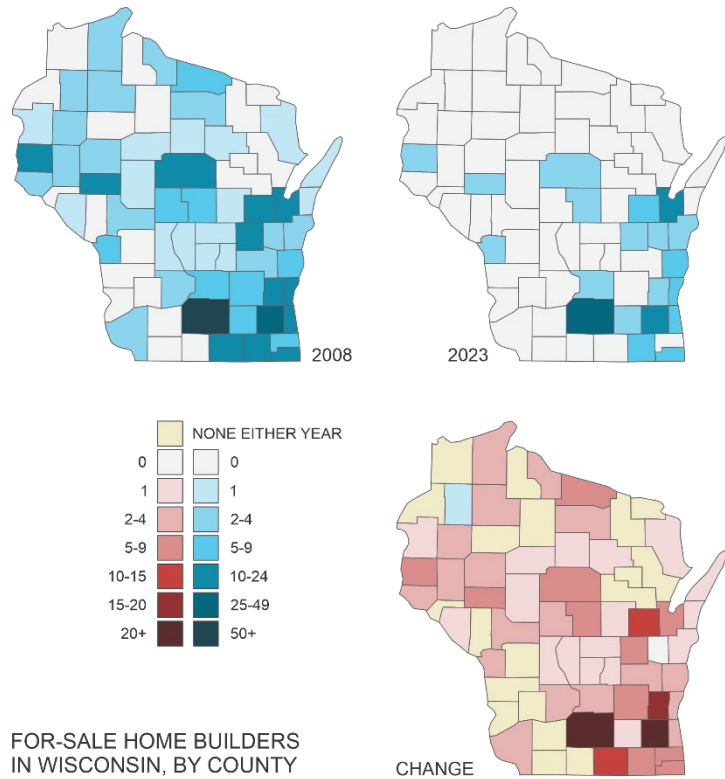
About 62.6 percent of renter households pay less than 30 percent of their income toward rent, which is less than the national average of 49.7 percent. Of the estimated 306 rent-burdened households in the county, nearly half (148) are headed by someone 65 or older.

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.



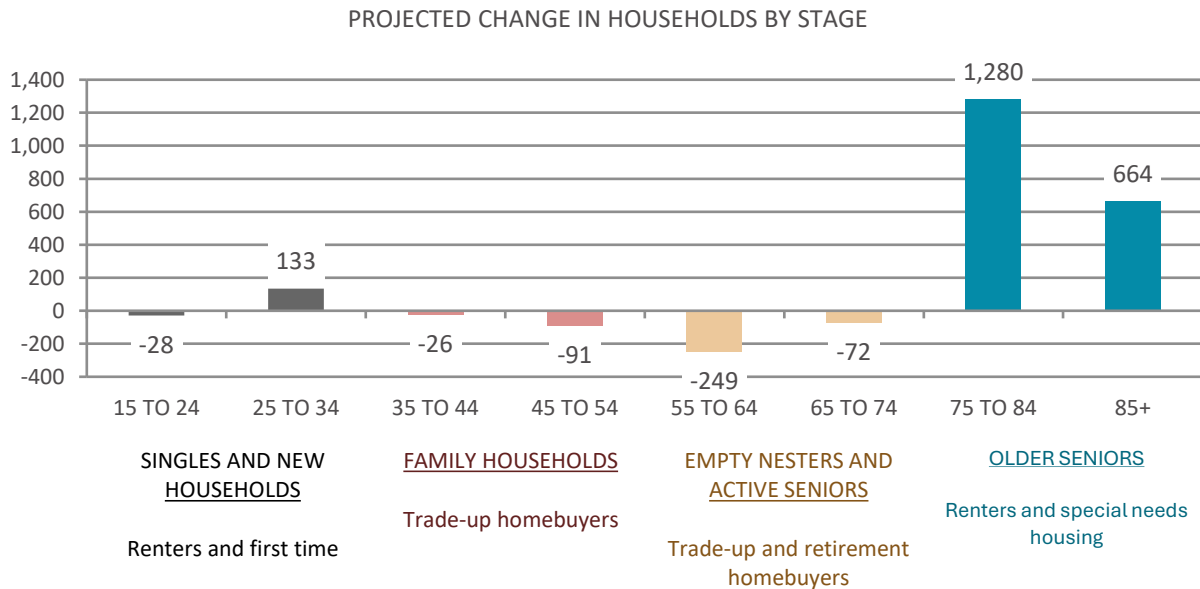
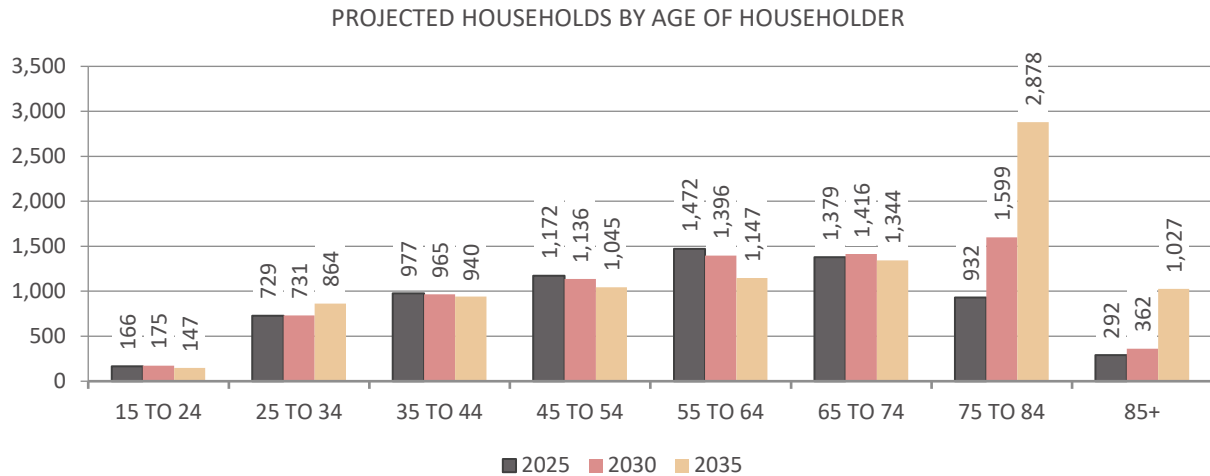
2.5 COMPETITION FOR NEW HOUSING DEVELOPMENT

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 existing services. A new road would need to be constructed to take access from Hive Drive.
- **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 County 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.

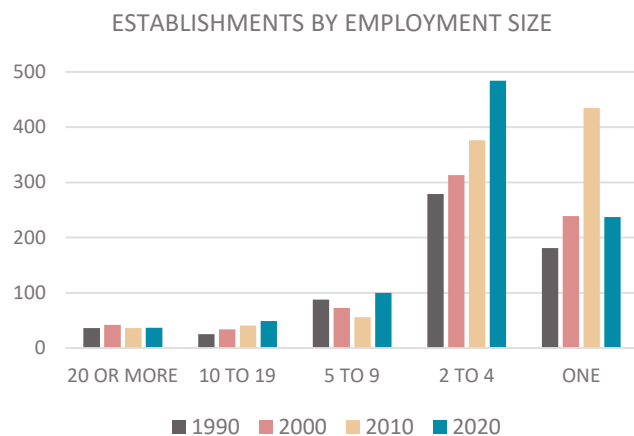
3.1 INDUSTRY BASE

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.

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

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

- 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

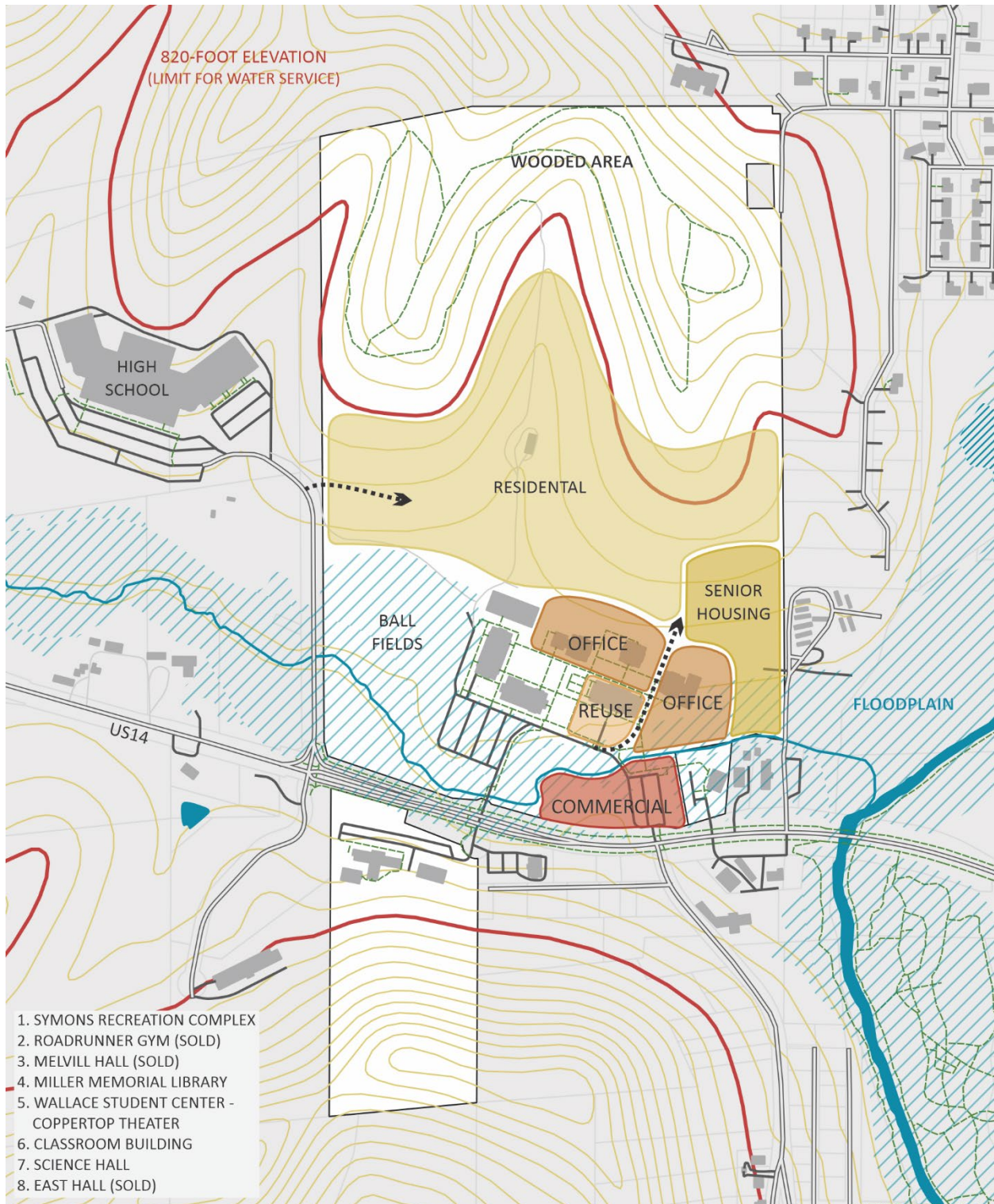
3.3 WALLACE STUDENT CENTER/COPPERTOP THEATRE

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.