



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: [mhinfo@mounthorebwi.info](mailto:mhinfo@mounthorebwi.info) Web: [mounthorebwi.info](http://mounthorebwi.info)

**COMMUNITY DEVELOPMENT AUTHORITY AGENDA**

**Wednesday, October 8, 2025 at 6:00 PM**

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Public Comments
- 3) Consent Agenda
  - a. Consideration of September 10, 2025 Meeting Minutes
  - b. Economic Development Director's report
  - c. Mount Horeb Area School District report
  - d. Mount Horeb Area Chamber of Commerce Report
- 4) Agenda Items
  - a. Review of Mount Horeb Housing Assessment
  - b. Recommendation of Lukken Property Request for Proposal for Development
  - c. Potterton Building
- 5) Meeting adjournment.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.



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### **COMMUNITY DEVELOPMENT AUTHORITY AGENDA**

**Wednesday, September 10, 2025 at 6:00 PM**

#### **DRAFT MEETING MINUTES**

- 1) Call to order  
Marc Schellpfeffer called the meeting to order at 6:00 Pm. Members present were Todd Fritz, Ben Vondra, Marc Schellpfeffer, Andy Baber & Barb Case. Also present were Kristin Fish-Peterson, Village Administrator, Nic Owen & Office Assistant, Katie Jelle. Ryan Czyzewski & Heidi Kopras were absent.
- 2) Public Comments
- 3) Consent Agenda  
There were no questions or comments regarding the information provided. Motion by Baber to approve the Minutes & Consent Agenda. Seconded by Fritz. All were in favor.
  - a. Consideration of August 13, 2025 Meeting Minutes
  - b. Economic Development Director's report
  - c. Mount Horeb Area School District report
  - d. Mount Horeb Area Chamber of Commerce Report
- 4) Agenda Items  
Vondra made a motion to move into closed session at 6:02 PM. Case seconded. Members present for the closed session were Todd Fritz, Ben Vondra, Marc Schellpfeffer, Andy Baber & Barb Case. Also present for the closed session were Kristin Fish-Peterson, Nic Owen & Katie Jelle. Ryan Czyzewski & Heidi Kopras were absent.
  - a. Consideration of TIF Incentive Request (JT Klein). The Community Development Authority may convene in closed session as authorized by Wisconsin Statute 19.85(1)(e) for the purpose of deliberating or negotiating the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

- b. Reconvene into Open Session  
The CDA reconvened in open session at 6:58 PM.
  - c. Recommendation on TIF Incentive Request for JT Klein  
Owen stated the motion to recommend the Board approve the term sheet with JT Klein for the project contingent on Joint Review Board approving the TID plan and negotiation of the term sheet into a long-term developmental agreement for the property. Schellpfeffer moved to approve the motion. Baber seconded. All were in favor.
- 5) Meeting adjournment.  
Case motioned to adjourn the meeting at 7:00 PM. Fritz seconded. All in favor.

October 2, 2025

To: Community Development Authority

From: Kristen Fish-Peterson, Economic Development Contracted Staff

Re: Report on work to date

What follows is a list of activities for September:

1. Meetings in person and virtual
  - a. Nic Owen individually (in person, virtually, phone, and emails)
  - b. Meeting regarding TID 6 – with JT Klein regarding incentive
  - c. Outreach to other BID communities for info to share with MH business and property owners
  - d. Direct contact with downtown property owners – for BID district purposes
  - e. Meetings regarding proposed development at 214+ Main St.
  - f. Village Board meeting attendance
  - g. Chamber Coalition meeting attendance
  - h. CDA meeting attendance and follow-up
2. Finalizing TID #6 project plan
3. Prep for September CDA Meeting
4. Housing Market Analysis research and document development

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## Member Newsletter | September 29, 2025 - Mix and Mingle, Good Morning Mount Horeb, and Fall Village Market!

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From Mount Horeb Area Chamber of Commerce <donotreply@chambermate.com>

Date Mon 9/29/2025 5:06 PM



# WEEKLY MEMBER ..... NEWSLETTER

September 29, 2025

Happy Monday!

We are wrapping up our September Member Drive tomorrow with our **[Member Drive Mix & Mingle!](#)** Join us from **4:30pm-6:00pm** at **Hi Point Steakhouse** and enjoy light appetizers and a cash bar. You can also meet new members who have joined during the member drive and strengthen existing connections, too! **[RSVP here.](#)**

Then on **Wednesday, October 1** from **8:00am-9:00am**, join us for **[Good Morning, Mount Horeb](#)** at **Martinson Hall at Buck & Honey's**. It's a special session featuring two sponsoring businesses: **[Spellerific](#)** and **[Onsager Law Office!](#)** Plus, we'll hear from **Jessica Gretzinger** from the **[Mount Horeb Public Library!](#)** **[Register here.](#)** We have also released the **[2026 Good Morning, Mount Horeb Sign Up Sheet!](#)** Grab a spot now - the cost is \$50 for for-profit businesses and free for non-profits! **[Sign Up Here.](#)**

This weekend is **[Fall Village Market!](#)** We are still looking for **volunteers** to help us make this a great event for vendors and attendees, including a few people to help us with the new **Thirsty Troll Beer Garden**, which will be a **family-friendly area featuring kids activities and a selection of craft beer from your favorite brew fest.** If you have a few hours that weekend to help out, we would SO appreciate you! **[Sign up here.](#)**

We want to recognize the **sponsors** who have helped us make this event possible: **Open House Imports, Upland Hills Health, Duluth Trading Company, Lake Ridge Bank, SIFT & Winnow, Village of Mount Horeb, Buck & Honey's, Farmers Savings Bank, JG Development, Miller & Sons Supermarket, MHTC, Tyrol Basin, Ashley at Restaino Homes, Driftless Chocolates, Cheryl Mortvedt at First Weber, Academy of Little Vikings, EP Graphics, Gerber Leisure Products, Sugar River Yarns, and Maker's Market Square.** We want to give a **special shout-out** to **Old National Bank, Helwig Auto Clinic, Kelli Baron at Restaino Homes, and Linstroth's Valley View Farms** who have provided targeted assistance to get our **Thirsty Troll Beer Garden** up and running! You can pick up a craft beer, paint some pumpkins, or enjoy some games with your kiddos! We also want to give a special thank you to **Duluth Trading Company**, who is providing custom aprons for our vendors this year! We appreciate all of the support from our members! It's going to be a great weekend - I hope you can come out!

There is still time to sponsor and participate in **Witches' Night Out**, coming up on **October 16** from **5-7:30pm**. If you want to be an official event destination on the passport, or if you want to sponsor the event, please [register here](#). If you plan to pour adult drinks during the event, your bartender's license paperwork is due to the village by this Wednesday! We are also looking for **volunteers** for Witches' Night Out - [Sign up here!](#)

This week is your last chance to take part in a **Co-Op Ad** this year, which is where we purchase a full-page ad in a publication and members can place their logo on the ad. This one will be in **BRAVA Magazine's December 'Small Town Holiday' Issue**. If you'd like to place your logo on that full-page ad, please [register here](#). We only have 4 spots left, so register now!

And we will be ordering our **Proud Member Banners** next week, so **this is the last call** to get your logo placed on one or both of them. This is a great way to get your business out in front of the community and other chamber members at a very reasonable price. Grab your spot by [registering here](#).

And finally, please help me in recognizing **renewing chamber member Telsaan Tea!** We are grateful for your continued partnership!

Have a great week,

**Rachel LaCasse-Ford, President/CEO**

[rlacasseford@trollway.com](mailto:rlacasseford@trollway.com)

608-437-5914

[Schedule a Meeting with Me!](#)



## EVENTS HOSTED BY OUR *members*

**Tues, Sep 30**

[Brims & Bags Hat Burning Workshop](#)

**Wed, Oct 1**

[Mammos & Mocktails](#)

[Wednesday Trivia @ The Bogey Factory](#)

**Thur, Oct**

[Mount Horeb Farmer's Market](#)

[Drag & Dab for a Difference](#)

**Fri, Oct 3**

[Blacklight & Brews](#)

[Cenetta Dinner - Chorizo Lentil Stew](#)

**Sat, Oct 4**

[Host Frokost 2025](#)

[Make N' Take @ The Fall Village Market](#)

[A Very Gem K9 Grand Opening!](#)

[Trails & Tasting 2025](#)

[Blacklight Tours](#)

[Farm to Table Dinner - Latin Feast](#)

[Pizza Night at The Barn with Strings to](#)

[Roam](#)

**Sun, Oct 5**

[Make N' Take @ The Fall Village Market](#)

[Walk To End Alzheimer's](#)

[Artist Retreat - Sketch Work](#)

[See All Upcoming Events](#)

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## PROPERTIES FOR SALE OR *lease*

- House for Sale: 4 Bedroom Barneveld Home
- Space for Rent - 312 E Main St, Mount Horeb
- Chair Rental at Revelations Barbershop
- 1200 Springdale Mt Horeb 2,500 - 11,375 SF Retail Space for Lease
- For Sale: Vacant Lot in North Cape Commons

[See Property Listing Details](#)

---

## NOW *hiring*

- Evangelical Lutheran Church  
- **Church Custodian at ELC of Mt Horeb - *New!***
- Mount Horeb Public Library -  
**Library Clerk - *New!***
- Creekside Veterinary Clinic and Pet Grooming - **Part-Time Pet Groomer - *New!***
- Maker's Market Square -  
**Coffee Shop Barista / Manager Position**
- Evolve Cannabis & Nutrition Co. - **Assistant Manager**
- Duluth Trading Company -  
**Seasonal Retail Associate**
- Viva Infusions - **Medical Office Manager/Executive**
- Buck & Honey's - **Event Bartender/Server**
- Morgan's Caring Connection - **Event Planning Committee Volunteers**

- Shake Rag Alley -  
**Administrative Manager**
- Shelley's Social Media -  
**Looking for Local Help – Part-Time, In-Person**
- Taliesin Preservation at the Frank Lloyd Wright Visitor Center - **House Steward**
- Taliesin Preservation at the Frank Lloyd Wright Visitor Center - **Front of House Associate**
- Taliesin Preservation at the Frank Lloyd Wright Visitor Center - **Cook**
- Revelations Barbershop -  
**Chair Rental Available in Downtown Mount Horeb!**

[See Job Posting Details](#)

## UPCOMING CHAMBER *meetings*

Oct 8

[Business Advocacy Committee Meeting](#)

Oct 16

[Membership Committee Meeting](#)

Oct 21

[Tourism Events Committee Meeting](#)

Oct 23

[Executive Committee Meeting](#)

[Ambassador Club Meeting](#)

Oct 28

[Community Coalition Meeting](#)

## hot DEALS .....

**Warriors Academy**

Back to School Special - *New!*

**Revelations Barbershop**

High School Senior Client Discount for September

**The Hair Loft**

New Clients Receive \$20 Off!

**Member-to-Member Deals**

**Shelley's Social Media**

Learn More About SEO

[See Hot Deal Details](#)



### Danube Explorer River Cruise

Tour Dates: May 10 - 20, 2026

**Learn More**

[info@trollway.com](mailto:info@trollway.com) (608) 437-5914



## NETWORKING AND PROFESSIONAL DEVELOPMENT

**SEP 30**  
**TUESDAY**

### **MEMBER DRIVE MIX & MINGLE**



**4:30 PM - 6:00 PM**  
**HI POINT STEAKHOUSE**

### **Member Drive Mix & Mingle**

Welcome new members and connect with current members.

Help us wrap up our Member Drive as we celebrate Chamber of Commerce Month!

#### **Date**

September 30 @ 4:30pm

#### **Location**

Hi Point Steakhouse

Enjoy **light appetizers and a cash bar**, courtesy of our generous host and sponsor, **Hi Point Steakhouse**

Whether you're a **longtime member, a brand-new member, or a prospective business** considering joining, this event is designed to spark connections, build relationships, and showcase the value of being part of the Mount Horeb business community.

[\*\*RSVP Here\*\*](#)

*Registration is appreciated.*



## Good Morning, Mount Horeb

Monthly Networking Series

Enjoy coffee & connections at this monthly event, open to the community as well as chamber members.

### Date

October 1 @ 8:00am

### Location

Martinson Hall at Buck & Honey's

### Speakers:

[Spellerific](#)

[Onsager Law Office](#)

Village of Mount Horeb

### [Register Now](#)

*Registration is appreciated, but not required.*

*We are still looking for speakers in 2025!  
There are openings in November and  
December.*

### [Sign Up Here](#)



## Power Up!

Professional Development Series

### Topic

### Affordable Resources for Small Businesses

Join us for this 3-part series focusing on free or affordable resources for small businesses.

### [Session 1 - WWBIC](#)

### Date

October 14 @ 8am-9am

### Location

GrandStay Hotel & Suites, Mount Horeb

### Presenter

Emily Schmitzer

[Register Now](#)

Please register ahead of time.

**THANK YOU**  
*for joining us!*



Congratulations to **Sugar River Yarns**, who celebrated the opening of their new Main Street space last week with a **Ribbon Cutting and Open House!**

**EXPOSURE**



# 2025 CO-OP TOURISM MARKETING OPPORTUNITIES

**BRAVA**

## BRAVA MAGAZINE

**DEADLINE: OCT 3**

- Your Logo on a Full Page Ad, Limit 10
- **Nov/Dec Issue - Small Town Holiday**
- Reach: 15,000 Madison Area

**\$200**

**4 SPOTS LEFT!**  
**REGISTER NOW**

[REGISTER HERE](#)



Downtown Mount Horeb  
 Attendance: 1,000+  
 Locals, Drive Market & Overnight Tourists

Witches' Night Out is mid-week event that has exploded in popularity over the past several years. With a huge following, people come from all over to attend this event. Attendees dress up like witches and warlocks and enjoy our downtown, shopping, dining, and spending time with friends. Don't miss this opportunity to get your business out in front of this audience of approximately 1,000 locals, day-trippers, and overnight guests. Learn more at [www.trollway.com/witches-night-out](http://www.trollway.com/witches-night-out)

**PASSPORT LISTING ONLY**  
**\$35 MEMBERS**  
**\$75 NON-MEMBERS**



<b>DIAMOND SPONSORSHIP</b> ◆◆◆◆		
<b>\$825</b>	<ul style="list-style-type: none"> <li>• Logo on Event Website (most prominent)</li> <li>• Mentioned on Social Media</li> <li>• Listed as Destination on Event Passport</li> <li>• Logo on Signage at Event (most prominent)</li> <li>• Logo on Event Swag Bag</li> <li>• Ad in Buyer's Guide Spread</li> <li>• Opportunity to Appear in Facebook Live with Chamber Staff</li> </ul>	<b>Sold Out!</b>
<b>GOLD SPONSORSHIP</b> ◆◆◆		
<b>\$625</b>	<ul style="list-style-type: none"> <li>• Logo on Event Website (next prominent)</li> <li>• Mentioned on Social Media</li> <li>• Listed as Destination on Event Passport</li> <li>• Logo on Signage at Event (next prominent)</li> <li>• Logo on Event Swag Bag</li> </ul>	<b>Sold Out!</b>
<b>SILVER SPONSORSHIP</b> ◆◆		
<b>\$425</b>	<ul style="list-style-type: none"> <li>• Logo on Event Website (next prominent)</li> <li>• Mentioned on Social Media</li> <li>• Listed as Destination on Event Passport</li> <li>• Logo on Signage at Event (next prominent)</li> </ul>	
<b>BRONZE SPONSORSHIP</b> ◆		
<b>\$225</b>	<ul style="list-style-type: none"> <li>• Logo on Event Website (next prominent)</li> <li>• Mentioned on Social Media</li> <li>• Listed as Destination on Event Passport</li> </ul>	

REGISTER HERE

# Troll FOOTPRINTS FOR SALE



**\$15 EACH  
OR 2 FOR \$25**

**ORDER ONLINE**  
We will deliver and install!



FRIENDS OF THE MOUNT HOREB  
WELCOME CENTER

*The Friends of the Welcome Center is a 501(c)3  
charitable non-profit organization.*

ORDER NOW

**PROUD CHAMBER MEMBERS**

Upland Hills Health, JG DEVELOPMENT, EP, SpatheLife, OLD NATIONAL, ATC, Miller & Sons, FARMERS SAVINGS BANK, mhic LUMINOUS, VILLAGE OF MOUNT HOREB, TYROLBASIN, Warriors Academy of Martial Arts, Lake Ridge Bank, MOUNT HOREB AREA CHAMBER OF COMMERCE

**MAIN STREET BANNER**

Example design. Actual banner may differ

**MOBILE BANNER TO DISPLAY AT EVENTS**

**PROUD MEMBERS OF THE MOUNT HOREB AREA CHAMBER OF COMMERCE**

**PROUD MEMBER BANNERS**

**\$125.00 EACH**

**\$200 FOR BOTH**

**DEADLINE: AUGUST 29**

RESERVE YOUR SPOT

# ADVOCACY

**Notice - There is a New Blog from Nic Owen, Village Administrator!**

This is a great opportunity for residents and local businesses to stay connected with village news and updates! [Read More](#)

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**Upcoming Public Meetings**

## **Finance and Personnel Committee Meeting - Wed, Oct 1 @ 4:00pm**

The committee will review the 2026 draft budget and will receive presentations from each of the department heads. [Agenda](#)

## **Village Board Meeting - Wed, Oct 1 @ 7:00pm**

Agenda items include: a minor update to the Steve Brown Apartments (no impact on parking); consideration of a Development Plan for the Park at Lukken Farm; consideration of recommendation from the Room Tax Commission to increase the room tax rate and the percentage to tourism entity (Chamber); consideration of updating the current public comment policy to allow public comments about agenda items during relevant items; they will also go into closed session to consider a TIF Incentive Request from JT Klein. [Agenda](#)

## **Recent Public Meetings**

### **Plan Commission Meeting - Wed, Sept 24 @ 7:00pm**

Agenda items included consideration of a design review for the Melrose on Main building; consideration of a SIP amendment from Steve Brown Apartments (no impact on parking).

[Agenda Video](#)

[Find All Village Meeting Info Here](#)    [Find All School Board Meeting Info Here](#)

[Sign Up to Receive Notifications for the Village of Mount Horeb's Public Meetings](#)

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## **Public Involvement Meetings for US 18/151 Corridor Study**

The Wisconsin Department of Transportation (WisDOT) invites you to attend one of our two upcoming public involvement meetings (one in-person and one virtual) to present and gather feedback on the US 18/151 Corridor Study between the US 18/151 interchange in the town of Dodgeville and County PD (McKee Road) in the city of Fitchburg. The study corridor is approximately 35 miles long and travels through Iowa and Dane counties.

The purpose of the meeting is to:

- Introduce the study
- Present draft study purpose and corridor needs
- Gather feedback

Both meetings will include a prerecorded presentation and the chance to ask questions of study team staff. The in-person meeting will also include informational exhibits. You can choose which meeting works best for your schedule. The input received from these meetings will help shape the future of the corridor.

### **In-Person Meeting**

**Date:** Wednesday, October 8, 2025, 5:30 p.m. – 7:00 p.m.

**Location:** Mount Horeb High School, West Commons/Cafeteria, 305 S. 8<sup>th</sup> Street, Mount Horeb, WI 53572

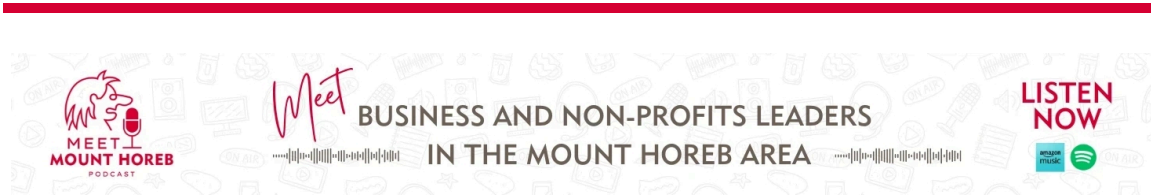
### **Virtual Meeting**

**Date:** Thursday, October 9, 2025, 5:30 p.m.

**Link:** [https://app.pima.wisconsin.gov/public/event-registration/search?project\\_id=14587&pe\\_guid=2078cbdf-c6b7-4569-93d5-d843dff00a97](https://app.pima.wisconsin.gov/public/event-registration/search?project_id=14587&pe_guid=2078cbdf-c6b7-4569-93d5-d843dff00a97)

The materials WisDOT presents at the meetings will be available on the public involvement page of the US 18/151 Corridor Study website following the meetings. The website can be found at <https://wisconsin.gov/Pages/projects/by-region/sw/18151study/default.aspx>.

*The hearing facility is ADA-compliant and wheelchair accessible. Persons who are deaf or hard of hearing may request an interpreter by contacting the Wisconsin Telecommunications Relay System (dial 711) at least seven working days prior to the hearing date. If you require a Spanish- or Hmong-speaking interpreter at the meeting, please contact WisDOT Southwest Region Communications Manager Michael Bie (email [michael.bie@dot.wisconsin.gov](mailto:michael.bie@dot.wisconsin.gov) or call 608-246-7928) at least seven working days prior to the meeting.*



# MAXIMIZE YOUR MEMBERSHIP

*tips to help you make the most of your chamber membership*

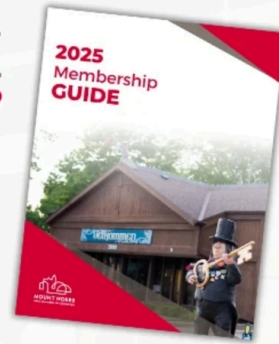
## 2025 MEMBERSHIP LEVELS LEARN ABOUT NEW TIERED LEVELS!

**Bundle Your Membership and Sponsorships  
Sponsor ALL Events in One Purchase  
Grow Your Investment in the Community  
Help the Mount Horeb Area Thrive!**

# 2025 MEMBERSHIP GUIDE

## WHAT IS INCLUDED IN YOUR MEMBERSHIP?

**About the Chamber  
Networking Events  
Professional Development Opportunities  
Marketing Opportunities  
Advocacy Initiatives** *+ more!*



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### Mount Horeb Area Chamber of Commerce

300 East Main Street

Mount Horeb, Wisconsin 53572

(608) 437-5914

[www.mounthorebchamber.com](http://www.mounthorebchamber.com)

[Unsubscribe](#)



## AGENDA ITEM REPORT

### MEETING DATE

October 8, 2025

### PREPARED BY

Nicholas Owen, Administrator

### AGENDA ITEM # 4.a

Review of Mount Horeb Housing Assessment

### BACKGROUND

With the findings of the Housing Task Force reaching 5-years old, and the vast changes in the housing market during that time, we thought it was a good time to take a new look at the housing market in Mount Horeb. Kristen Fish-Peterson and her team analyzed the results of the 2019 Housing Task Force, the housing that has been developed, currently under construction and approved but not yet constructed and compared that with the latest data projections from the Capital Area Regional Planning Commission to see what trends we can expect for housing in the near future.

### RECOMMENDATION

### ATTACHMENTS

1. Mount Horeb Housing Assessment FINAL



# 2025 Housing Assessment

MOUNT HOREB, WI



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# SECTION 1

## Executive Summary

This market analysis was conducted as an update to a previous housing study for the Village of Mount Horeb, with data sources current through 2024. Market demand is driven by household growth, employment, and income.

### Demographics

The population of Mount Horeb is slightly younger than other suburban Madison/Dane County communities, with the highest percent of the population (currently 64.2%) of working age. The majority of the population has a bachelor's degree or higher, and the largest share of Mount Horeb residents are employed in professional occupations, with the second largest share in management, business or financial occupations.

The median income of Mount Horeb is \$104,126, and the largest share of Mount Horeb households earn between \$100,000-\$149,999. Thirty-six percent of the 2,783 people who leave the community to work, do so in Madison.



### Housing Landscape

Upon review of the existing housing stock, it is largely comprised of one-unit attached and one-unit detached housing (85%). It appears the largest share of housing units constructed in Dane County occurred between 2000 and 2009, right when companies like Epic and Exact Sciences were experiencing their robust growth.

In 2023 the largest share of owner-occupied homes were valued between \$300,000 and \$499,999. Median rent in 2023 was \$1,260 (up 35% since 2018).

According to ESRI, the overall vacancy rate in Mount Horeb is currently 3.1%. A current search for rental units yielded only 7 units available on apartments.com when searched on September 19, 2025. Since 2010, the cost per unit of single-family housing has risen from approximately \$200,000 to just under \$450,000 in the village. Owner-occupied home sale trends have steadily risen over the past 12 years, likewise with the sale price of condominiums.

Mount Horeb has a significant demand for new housing units, between 435 and 935 units, as indicated in the table to the right.

The number of units broken down by owner-occupied vs. renter occupied and by number of bedrooms and workforce/senior vs. market rate are included in the report.

<b>Overall Demand Table</b>	<b>Low</b>	<b>High</b>
New Jobs in region*	50	300
New residents captured by Mount Horeb (50%)	25	150
Natural Household Growth 2020-2035 (0.6%, 1.3%)	170	500
Pent up Demand since 2010	215	215
Recommended Vacancy	6%	8%
<b>Overall Demand</b>	<b>435</b>	<b>935</b>

\*Jobs were not taken into account in the total demand 1 for 1, but factored into New Residents at the percentage shown.

## SECTION 2

### Introduction

In late 2019, the Village of Mount Horeb began discussions regarding establishing a housing task force to evaluate gaps in the existing housing mix – both present and future – through study of community, economic and social needs. The task force formed and was composed of a diverse group of residents with an interest and expertise in various aspects of housing. It proposed recommendations to the Village with the intent of increasing the stock of affordable housing to meet gaps in need.

Prior to that, the Village commissioned a housing study in 2017 (performed by the Wisconsin Partnership for Housing Development), which identified housing gaps in the following areas:

- Owner-occupied single-family housing is limited across a range of price points;
- Largest gap for housing options is for households making less than \$25,000 annual income;
- Limited availability of housing at the higher end, for those households making over \$75,000;
- The need for rental options remains acute, as rental vacancies were close to zero.

Beyond the 2017 report, the Village saw value in engaging citizens in researching ideas and opportunities to address the problem.

Through analysis of existing data and community surveys, the task force proposed recommendations on the following:

1. Types of housing that are necessary and most optimal for the community;
2. Potential sites for developing housing;
3. Ways to identify and incentivize developers.

Recommendations coming from the task force addressed the following:

1. Encourage construction of 155 housing units aimed at targeting households making 60-100% of area median income within the next five years
2. Promote construction of 100 income-qualified workforce rental units within the next five years
3. Conduct additional needs assessments to determine the appropriate number and type of senior housing units to construct (as part of the target numbers included in recommendation 1), and prioritize construction of affordable units.

The task force also recommended strategies to support developers and policy options to support the above noted goals.

In 2025, with at least three potential market rate multifamily development projects pending, the Village requested a market analysis to quantify current demand, given changes in the market over the past four years. This market analysis will describe current economic and demographic factors, document the current housing landscape and present a current demand across all housing types.

Household growth, employment and income drive housing demand. The following sections outline the study area, explore the trends within each of these drivers, and suggest related implications of those trends.



# SECTION 3

## Economic and Demographic Factors

### Market Area Definition

The study is for the Village of Mount Horeb and addresses the housing needs within the village limits. However, data from other communities of similar size and distance from the state capital are included for comparison purposes. Those communities are Belleville, Cross Plains, DeForest, Oregon, and Stoughton.

Map 1. Regional Context Map

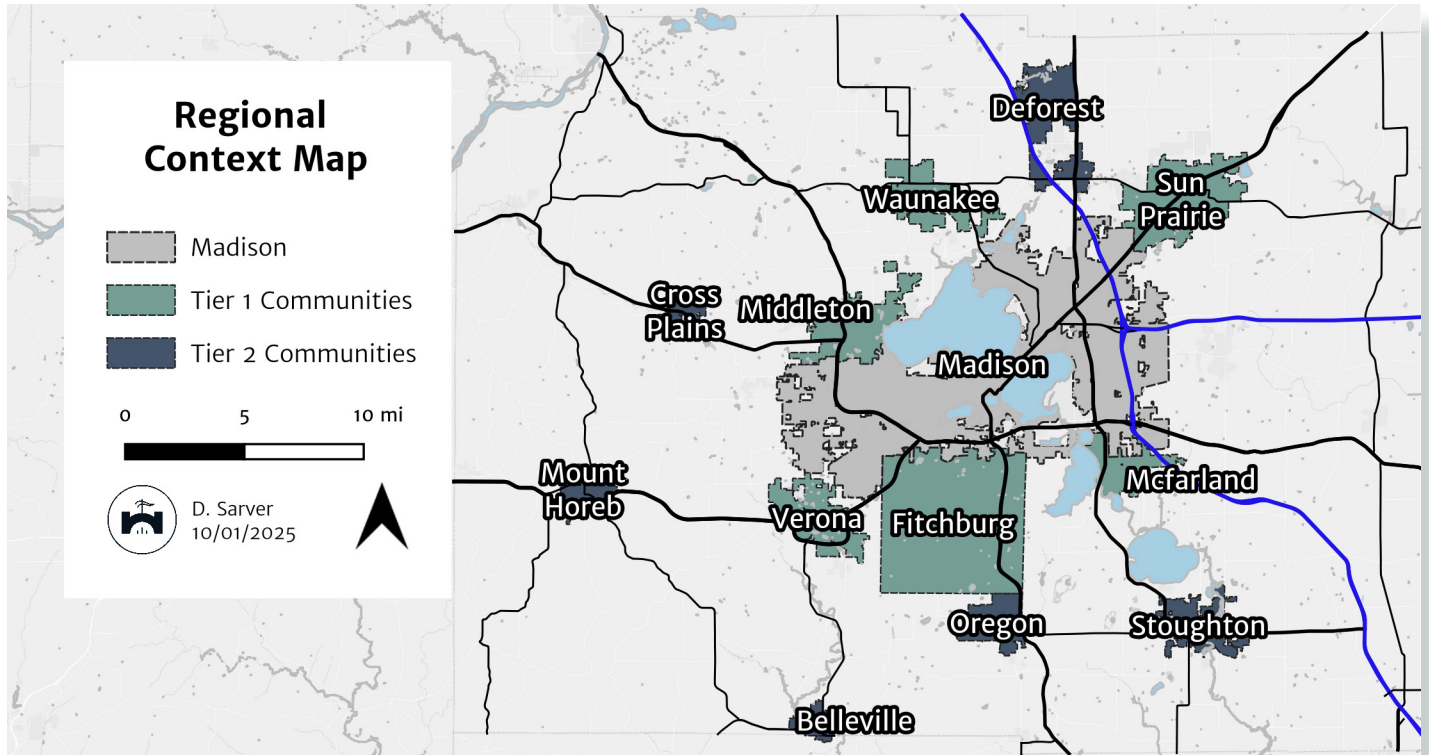
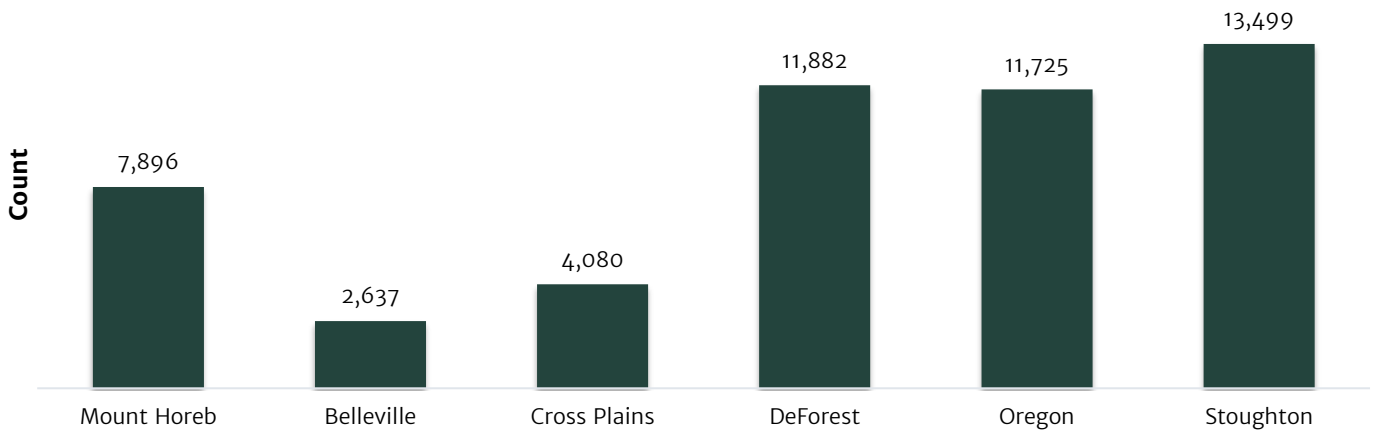


Figure 1. Total Population Estimate (2025)



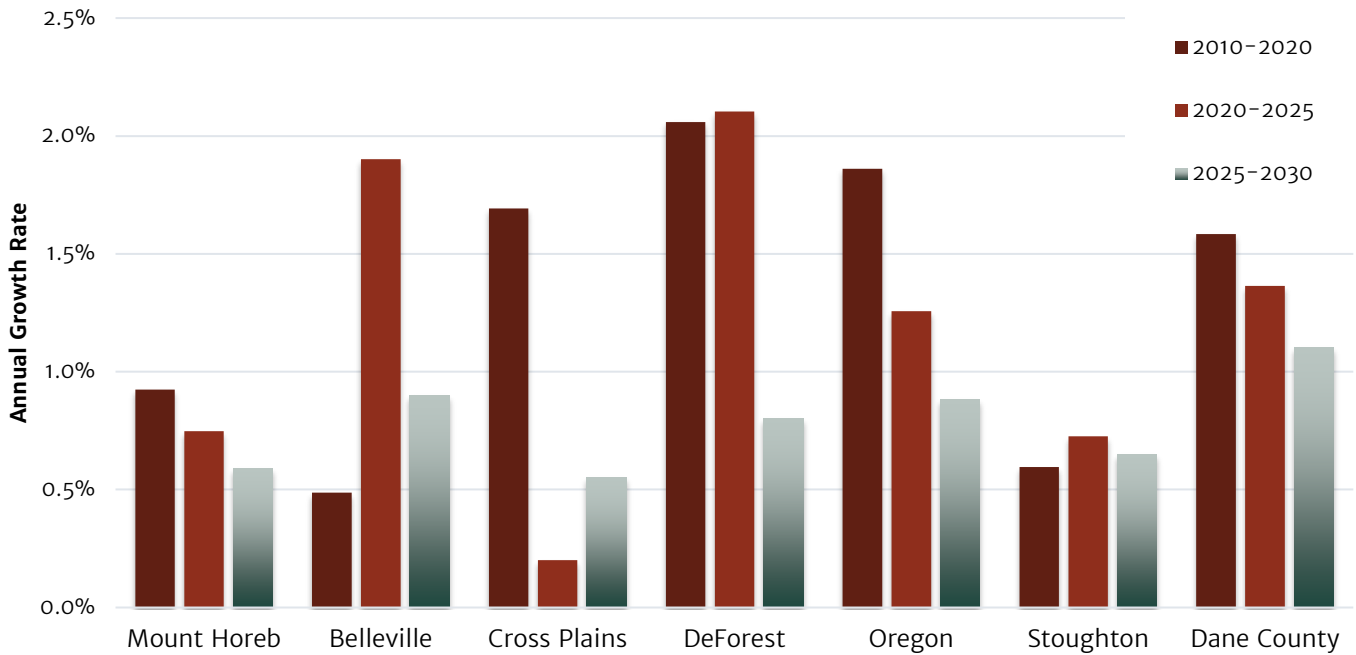
Data Source: Esri Community Profile.

## Household & Population Trends

Households consume housing units. Therefore, we looked at household growth trends of Mount Horeb and the comparable communities (Figure 2) over time. While growth in Dane County in general has been slowing down, at different times, these different communities have experienced peaks and troughs of growth. For example, Cross Plains and Oregon from 2010–2020, Belleville and Stoughton from 2020–2025. The highest rate of growth Mount Horeb experienced was from 2010–2020. These growth trends are reflective of the housing growth trends. (See Figure X. in Chapter 3.)



Figure 2. Annual Household Growth Rate Trends and Projections



Data Source: Esri Community Profile 2025–2030 Projections; Redevelopment Resources (RR).

**Age**

Compared to the other communities, the village tends to be younger in age, similar to DeForest. The median age for Dane County is the lowest, likely due to the number of college-age residents in Madison. Nearly two-thirds (64.2%) of the population is of working age (15-64) in 2025 and is expected to decrease slightly through 2029 (63.8%).

This age group typically creates new households, first-time home-buyers, and households looking for unit upgrades (finishes, square feet, green space). In 2025, the share of those aged 65 or older is 7.1%. By 2029, Esri projects that this will grow to 7.9%. This age group is typically looking to downsize and/or looking for a community that offers a continuum of care from independent living to skilled nursing care and memory care.

Figure 3. Median Age Comparison

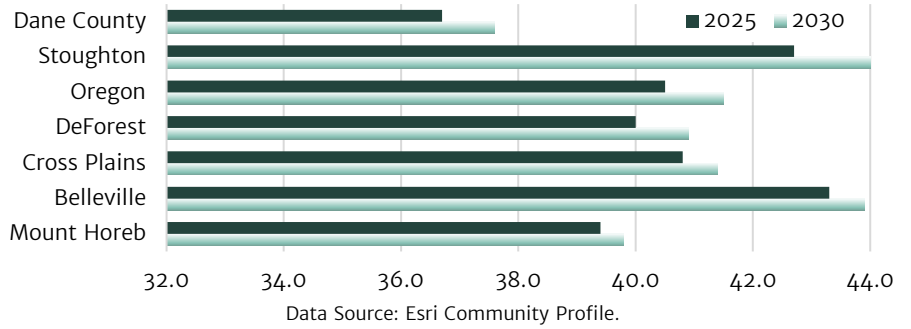
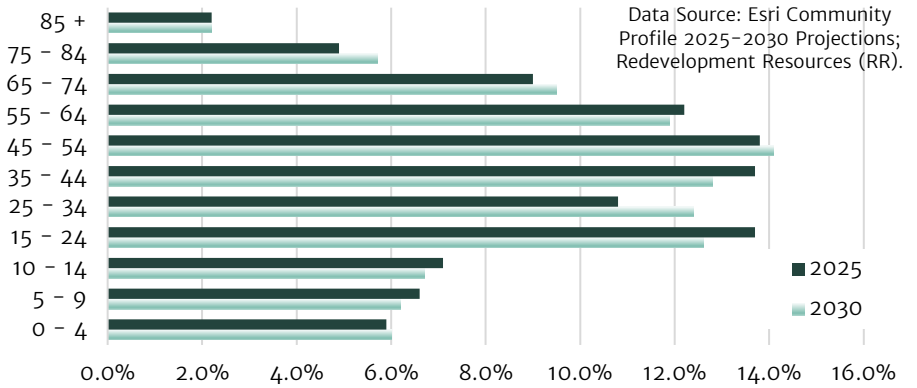


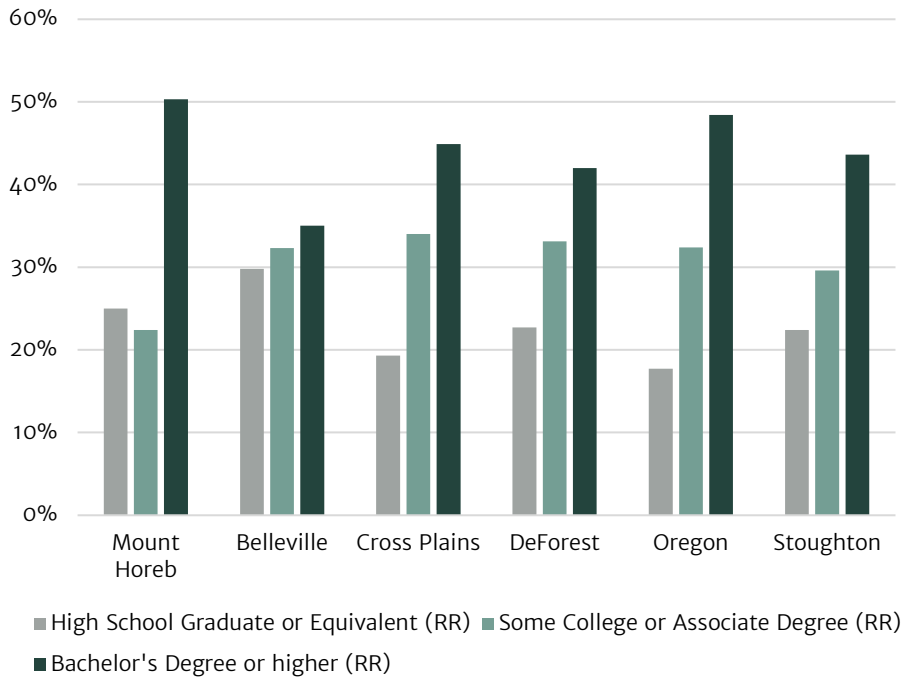
Figure 4. Population Projections by Age Cohort



**Educational Achievement**

Educational attainment is highly correlated with income level. (Note: workforce training in the trades, certifications, etc., is a distinct category from educational attainment.) The majority of Mount Horeb’s population aged 25 and older have a bachelor’s degree or higher. In comparison to the other communities, Mount Horeb has the highest level of educational attainment.

Figure 5. Educational Attainment Comparison



**Economic Factors**

**Employment Trends and Characteristics**

Both employment and labor have grown by approximately 35,000 over the last ten years in Dane County. The labor market has also been tight with the unemployment rate being between 2.3% and 3.1% with the exception of 2020 during the global pandemic (Figure 6).

Figure 7 illustrates the types of occupations in which Mount Horeb residents aged 16 and over are employed. The largest share of Mount Horeb’s residents are in professional occupations (27.8%). The second largest share is in management, business or financial occupations.

Figure 6. Dane County Labor Force and Employment Trends (2015–2024)

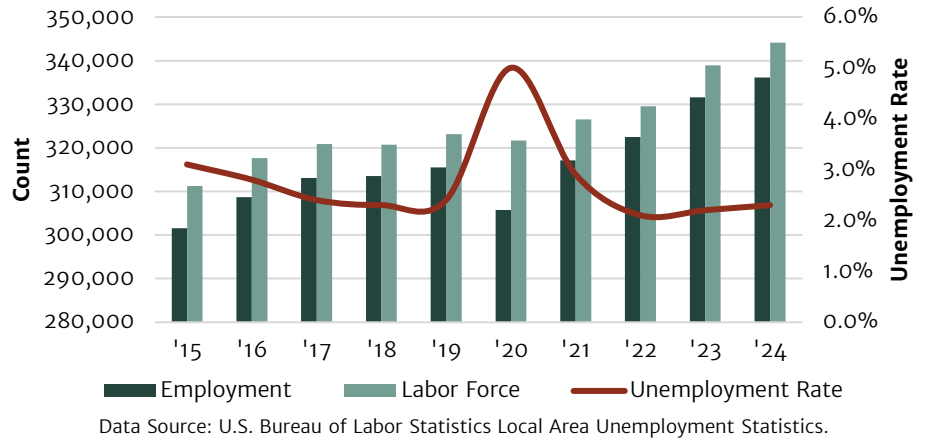


Figure 7. Mount Horeb Employed Population by Occupation (2025)

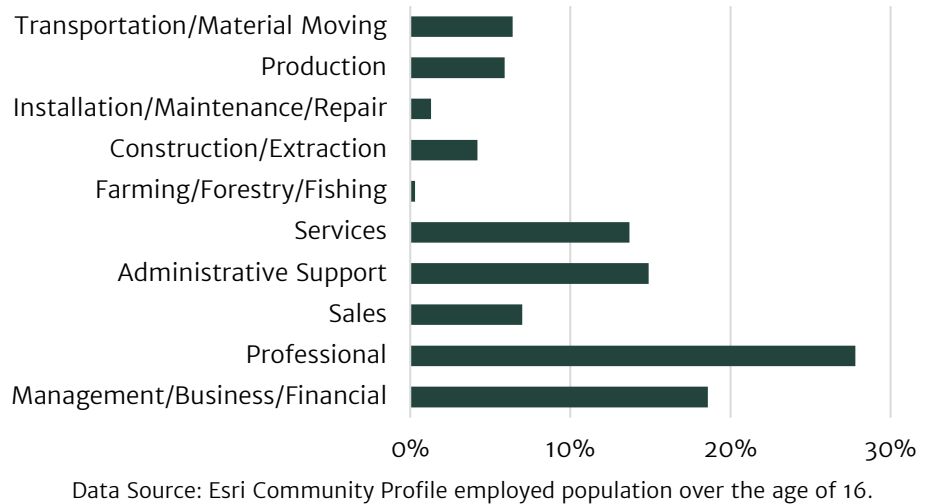
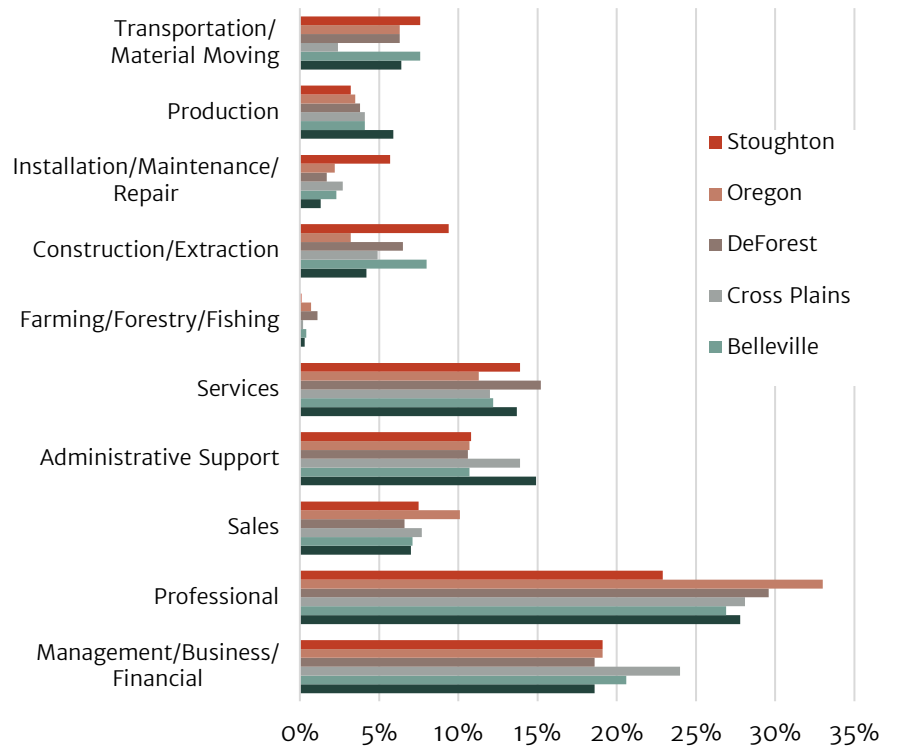


Figure 8 compares the share of residents of each community by occupation. Note that the comparison is not by the number of residents, but rather the share of each community's residents. For example, while Cross Plains has the highest share of its residents in Management/Business/Financial occupations, it also has about half the number of residents of Mount Horeb. Mount Horeb has a higher share of residents in production occupations. It is reasonable to assume that Mount Horeb's proximity to growing firms like Vortex in Barnaveld, Subzero in Fitchburg, and other facilities in the Madison Metro Area is a contributing factor.

Figure 8. Comparison of Employed Population by Occupation (2025)

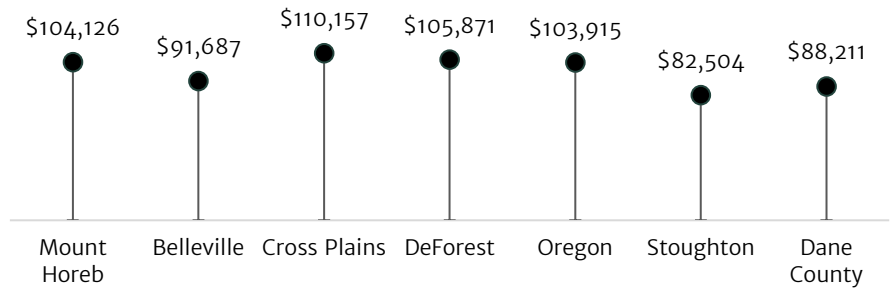


Data Source: Esri Community Profile employed population over the age of 16.

**Income**

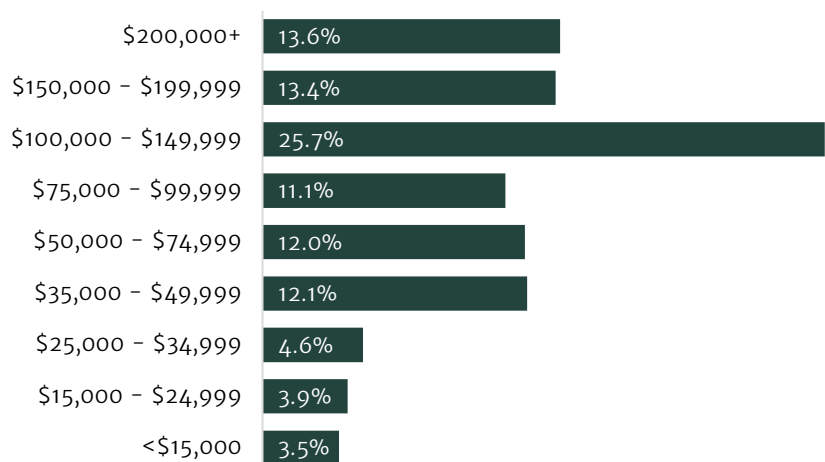
The median income of Mount Horeb households is \$104,126 according to Esri. Cross Plains and DeForest are the only other communities with higher median incomes (\$110,157 and \$105,871, respectively). (See Figure 9.) The largest share of households in Mount Horeb earn between \$100,000 and \$149,999 (Figure 10).

Figure 9. Median Household Income Comparison



Data Source: Esri Community Profile.

Figure 10. Mount Horeb Households by Income Cohort

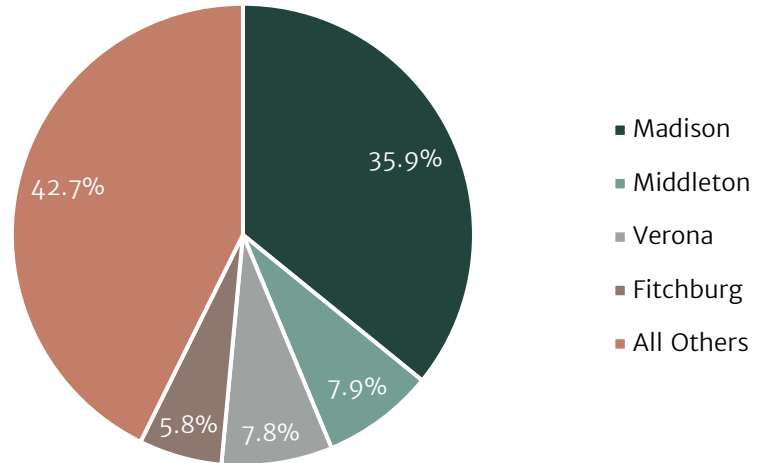


Data Source: Esri Community Profile.

## Commuting Patterns

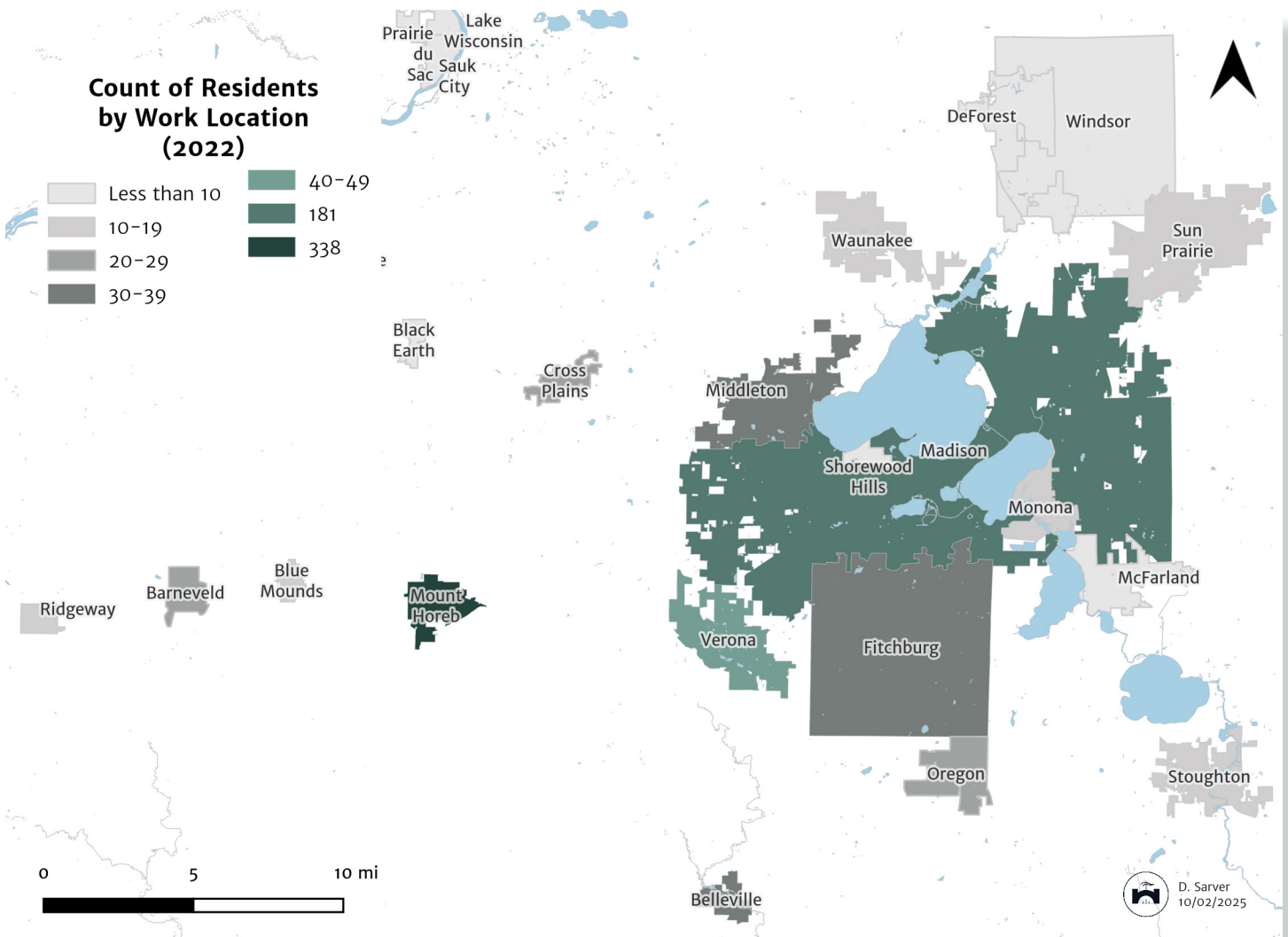
There is a net loss of labor in Mount Horeb as 2,783 leave the community for employment while only 1,333 enter the community to work. Of those workers that leave the community, 36% travel to Madison, 8% to Middleton and Verona, and 6% to Fitchburg. It is highly likely, that these workers find housing more affordable (and available) in Mount Horeb than in the communities in which they work.

Figure 11. Share of Mount Horeb Residents by Work Location



Data Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

Map 2. Where Residents Work



# SECTION 5

## Housing Landscape

Housing supply characteristics include the age of the housing stock, the mix of housing types, and housing costs for both owner-occupied units and rental units. Vacancy, home sale trends, and permit trends are indicators of the housing market and its degree of affordability. Together with the housing demand characteristics in the previous chapter, informs the forecast of needed housing units.

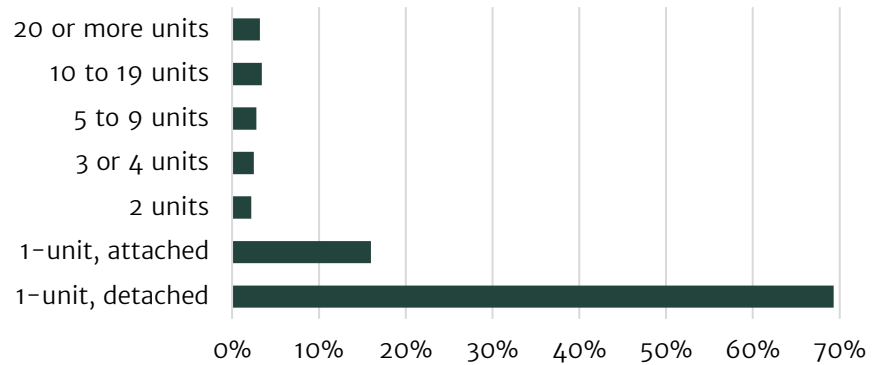
### Unit Types and Age of Housing Stock

The dominant housing type in Mount Horeb is one-unit attached and one unit detached (85%). The share of structures with two or more units is fairly evenly distributed (2-3% per category). Figure 13 compares the existing housing stock within each community based on the decade in which the homes were built. The largest share of housing units in Dane County occurred between 2000 and 2009 (16%). This is also the time period in which most of the housing in Mount Horeb was built.

*Epic began construction of its campus in Verona in 2002 and completed its move from Madison to Verona in 2005. There were approximately 700 employees at Epic at that time. While some employees preferred to live near Downtown Madison, those with families chose to live in the suburbs. By 2009, the company grew to approximately 3,400 employees. In 2024, there were an estimated 12,500 at its corporate headquarters.*

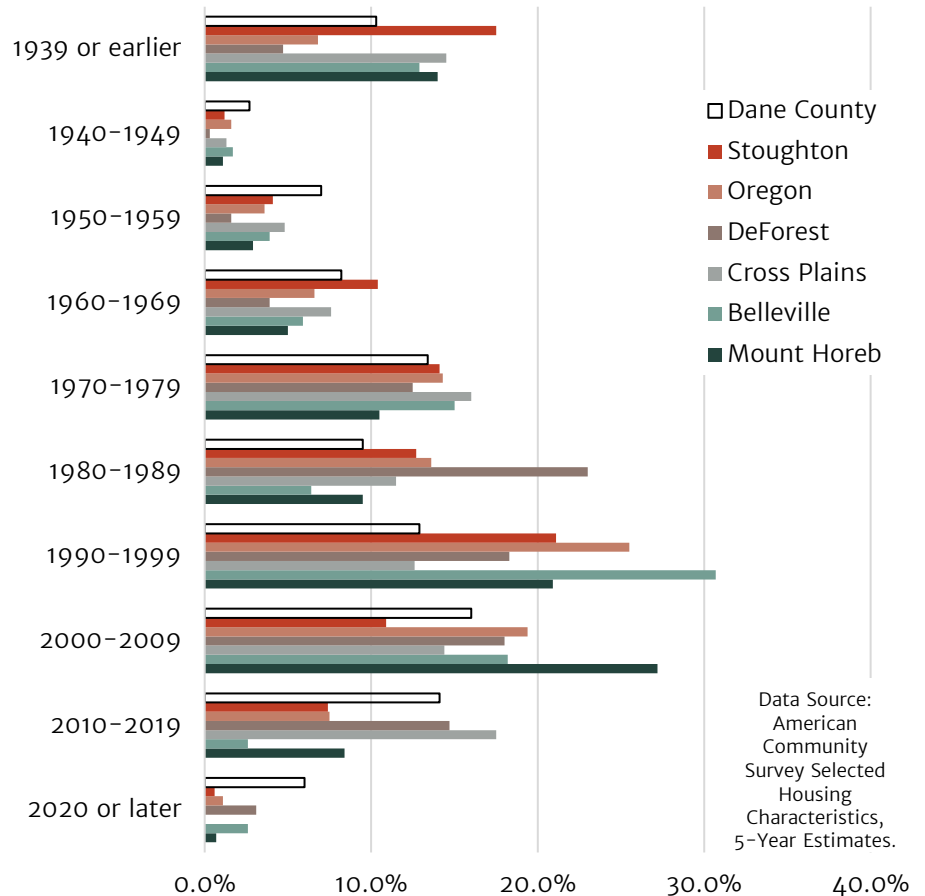
*Exact Sciences also relocated its headquarters to Madison in 2009 and has expanded a couple of times since then. They committed to growing the company to 4,000 employees by 2025.*

Figure 12. Existing Housing Stock by Unit Type



Data Source: American Community Survey Selected Housing Characteristics, 2023 5-Year Estimates.

Figure 13. Percent of Units Built by Decade



Data Source: American Community Survey Selected Housing Characteristics, 5-Year Estimates.

## Home Values and Rent Trends

In 2018, the largest share of owner-occupied homes were valued at \$200,000 to \$299,999. By 2023, the largest share shifted to \$300,000 to \$499,999 according to the American Community Survey 5-year estimates (Figure 14).

The median rent in Mount Horeb in 2023 was \$1,260. This was an increase of 35% since 2018 (Figure 15). Only Cross Plains and DeForest had higher median rent (Figure 16).

Figure 14. Value of Owner-Occupied Unit Trends

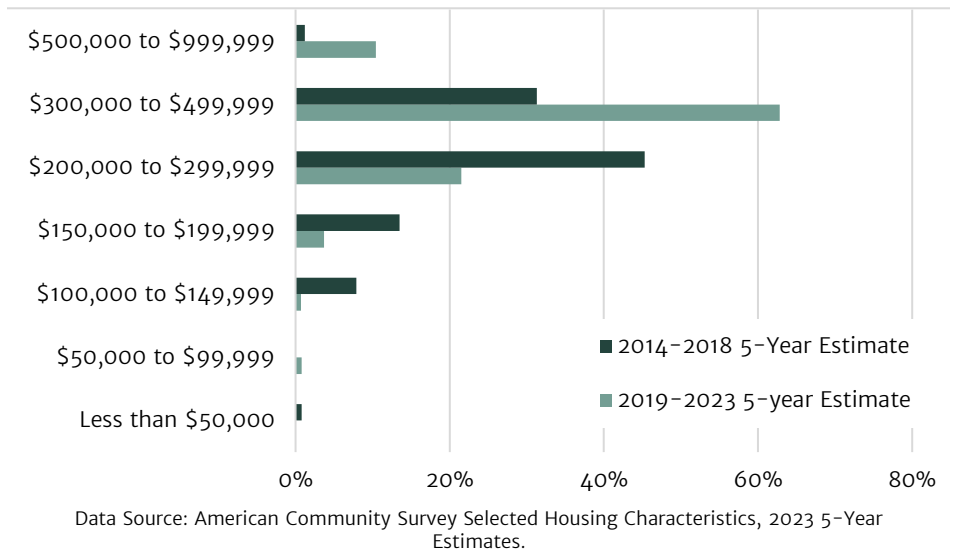


Figure 15. Median Rent Trends

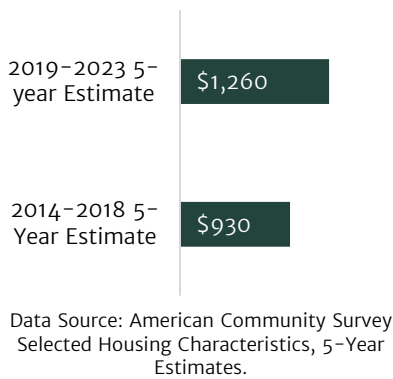
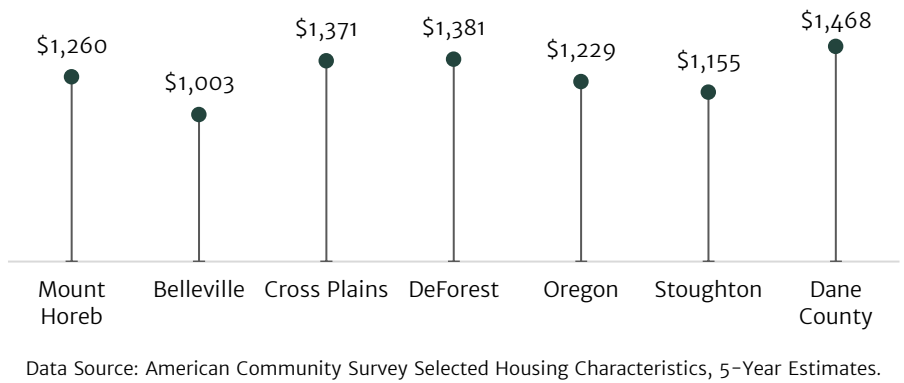


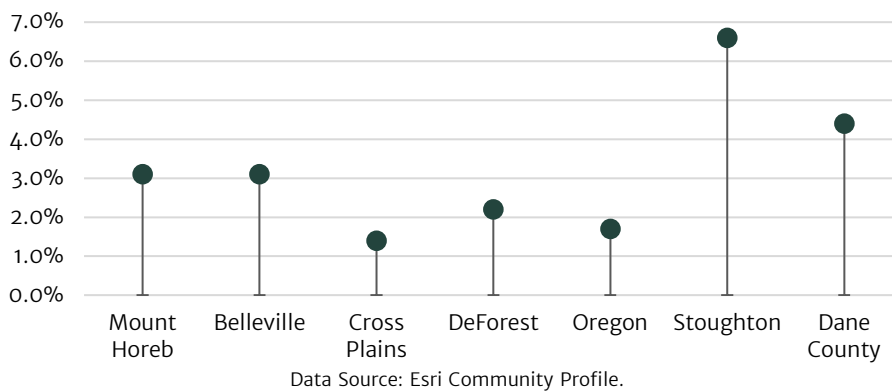
Figure 16. Median Rent Comparison (2023)



## Vacancy

Based on best practices and household growth projections, Redevelopment Resources recommends an owner-occupancy vacancy rate of 2-3% and a rental vacancy rate of 4-5% for a combined vacancy rate of 6-8%. According to Esri, the overall vacancy rate in Mount Horeb is 3.1%. The overall vacancy rate in Dane County is 4.4%. Stoughton has the highest overall vacancy rate (6.6%), while Cross Plains has the lowest (1.4%). Increasing the housing supply (and vacancy rate) will lower the rate of growth in housing costs.

Figure 17. Vacant Rate Comparison



“Some amount of vacant residential units is needed to facilitate the free movement of population and choice of reasonable alternatives. The number of vacant units, usually expressed as a percent of total habitable units, carries by such things as growth rates and tenure characteristics of renters and buyers.”

~ Arthur Nelson, author of *Planner’s Estimating Guide: Projecting Land-Use and Facility Needs*

On September 19, 2025, if a potential tenant were looking for a place to rent that is available or will be available soon on Apartments.com, there are seven units available (Table 1).

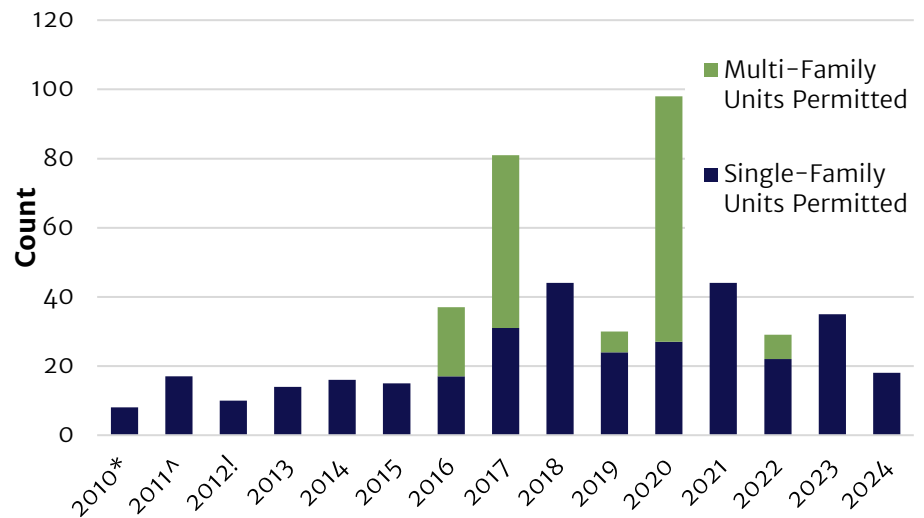
Table 1. Units Available on Apartments.com

	Price	Square Feet	Availability	Deposit
Landsby Ridge Unit 111 (2 BR 1 BA)	\$1,600	861	Now	\$199
Landsby Ridge Unit 205 (2 BR 1 BA)	\$1,600	905	Now	\$199
Landsby Ridge Unit 105 (2 BR 1 BA)	\$1,645	905	Now	\$199
Landsby Ridge Unit 310 (3 BR 1 BA)	\$1,562	1133	Now	\$199
2 BR 2 BA Duplex	\$2,400	1,500	1-Oct	
4 BR 3 BA Townhome	\$2,995	2,590	Now	
3 BR 3 BA House	\$2,450	2,859	Now	

### Housing Start Trends

Based on building permits for residential development obtained from the village Building and Zoning Department from 2010-2024, the average year-over-year growth rate in the number of residential building permits was 42% from 2010-2022. Approximately half that growth is from multi-family developments. From 2022 to 2024, the number of permits have decreased 20% on average year-over-year (Figure 16). Since 2022, significantly less multi-family units have been built. (Note that building permits indicate an intent to build, however, not necessarily when they are ready for occupancy.)

Figure 18. Unit Construction Trends

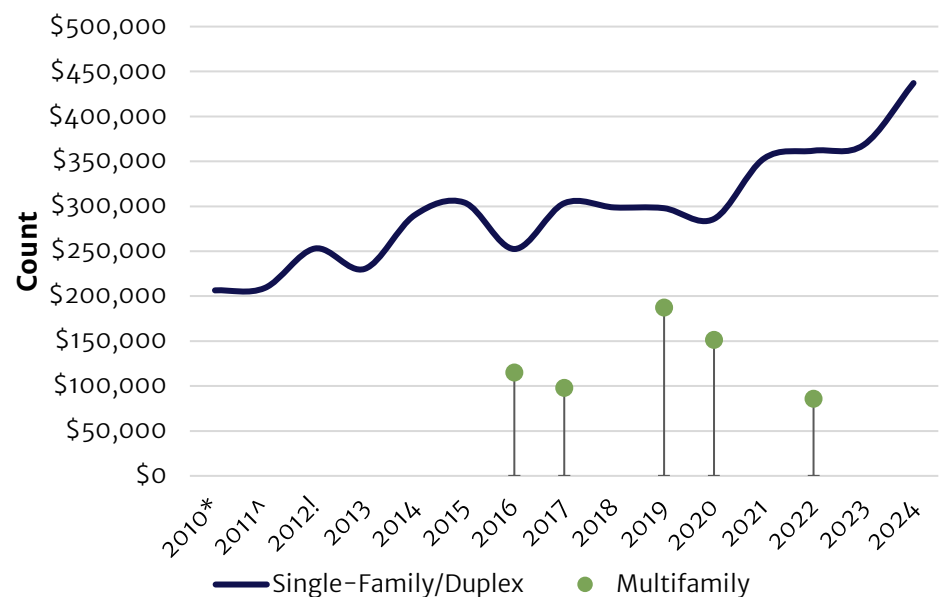


\* Estimated cost is missing for 3 of 8.  
 ^ Estimated cost is missing for 4 of 17.  
 ! Estimated cost is missing for 1 of 10.

Data Source: Village of Mount Horeb Building and Zoning Department.

When building permits are submitted, applicants are requested to provide a cost estimate. Figure 17 illustrates the estimated cost estimates for single-family and multi-family. Since 2010, the cost per unit of single-family housing has risen from approximately \$200,000 to just under \$450,000 in the village.

Figure 19. Average Estimated Cost per Unit Trends

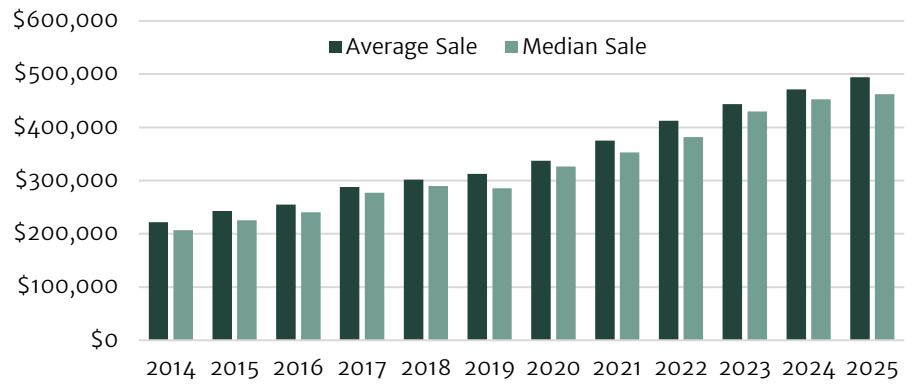


Data Source: Village of Mount Horeb Building and Zoning Department.

## Owner-Occupied Home Sale Trends

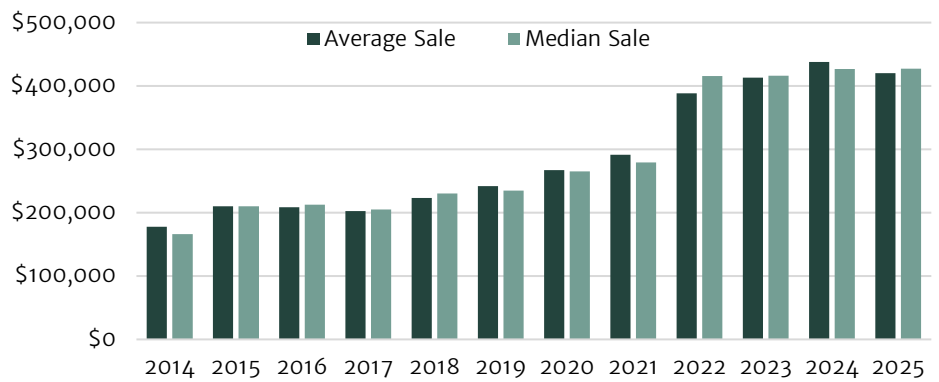
The median income of Mount Horeb households, according to Esri, is \$104,126. If this household were to purchase a home so that their housing costs would be 30% or less using a first-time home-buyer program like FHA, they would be able to finance a home at \$349,863 or less. The median sales price for a single-family detached home as of September 16, 2025, was \$462,000. The median sales price for a condo is \$427,400 (Figures 18 and 19). This means that a median income household can not afford to purchase a median priced home in Mount Horeb.

Figure 20. Single-Family Sale Price Trends



Data Source: MLS retrieved by Redevelopment Resources. Note: 2025 units are as of Sept. 16, 2025.

Figure 21. Condo Sale Price Trends



Data Source: MLS retrieved by Redevelopment Resources. Note: 2025 units are as of Sept. 16, 2025.



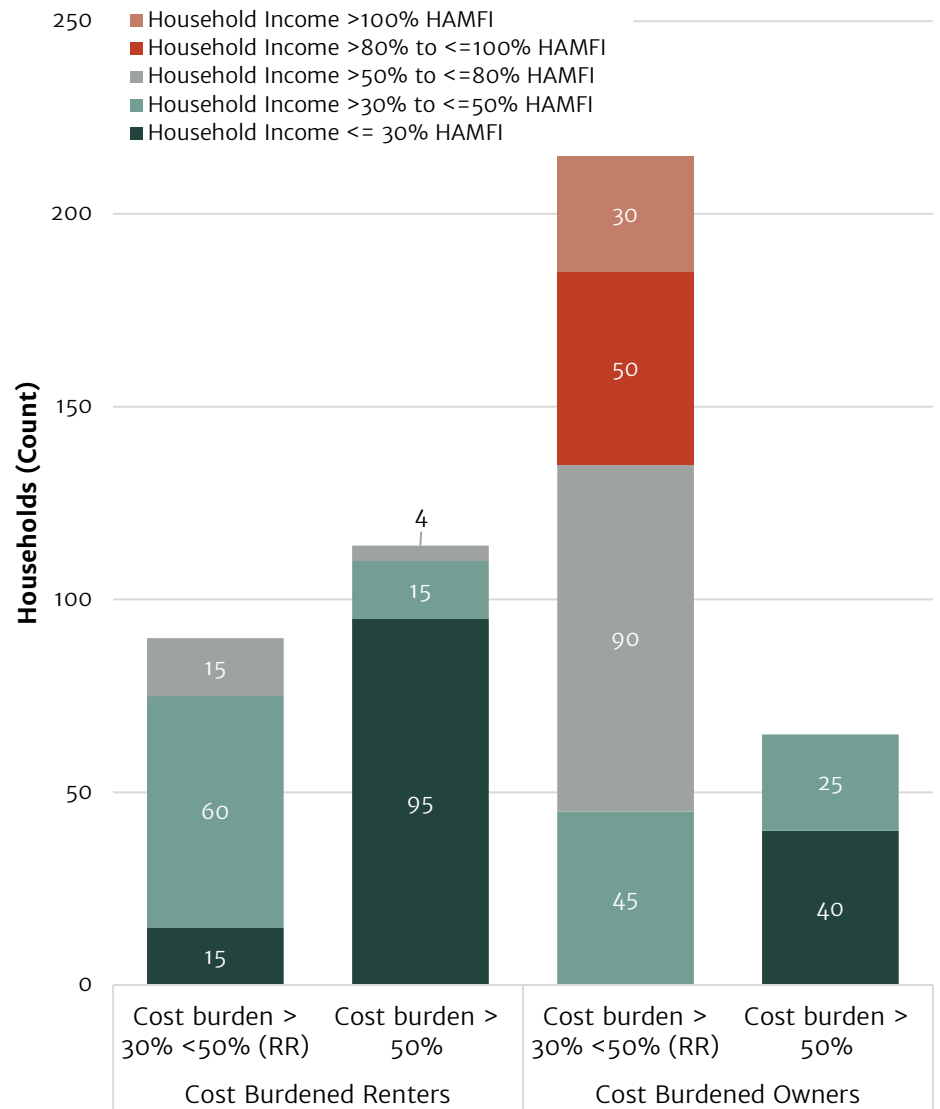
Image: Built in 2025, this 3 BR, 2 BR, 1,817 SF, single-family home was listed on Zillow.com on June 27, 2025 for \$599,000.

## Affordability

Housing that is affordable to a given household is a unit which costs the household less than 30% of their gross income per month. Therefore, “affordable” does not mean it is less expensive than all other housing or that it is only for low-income households – instead it is relative to the household’s income. As defined by the U.S. Department of Housing and Urban Development (HUD), those spending more than 30% on housing are considered “cost-burdened” and those spending more than 50% on housing are considered “extremely cost-burdened.”

HUD’s Comprehensive Housing Affordability Strategy data indicates that there are a total of 204 (23%) renter households that are spending more than 30% of their income on housing costs. Of the owner households, 280 (15%) are spending more than 30% of their income on housing costs. Figure 20 further breaks down the income levels by tenure that are cost-burdened or severely cost-burdened. The greatest need for both renters and owners is housing priced at or below 80% HAMFI (HUD Area Median Family Income) or \$103,850 for a family of four (Table 1).

Figure 22. Cost Burdened Renters and Owners by Household Income Level in Mount Horeb



Source: U.S. Department of Housing and Urban Development, CHAS (2017–2021 ACS).

Table 2. FY 2025 Income Limits Summary

FY 2025 Income Limit Area	Median Family Income	FY 2025 Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Madison, WI HUD Metro FMR Area	\$129,800	Extremely Low Income Limits (\$)	27,300	31,200	35,100	38,950	42,100	45,200	48,650	54,150
		Very Low (50%) Income Limits (\$)	45,450	51,950	58,450	64,900	70,100	75,300	80,500	85,700
		Low (80%) Income Limits (\$)	72,700	83,100	93,500	103,850	112,200	120,500	128,800	137,100

Data Source: HUD FY 2025 Income Limits Documentation System

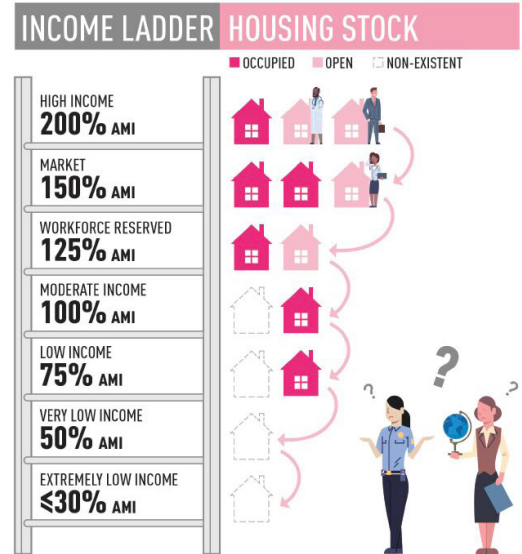
[Sidebar: HAMFI is the median family income calculated by HUD for each jurisdiction, in order to determine Fair Market Rents (FMRs) and income limits for HUD programs. HAMFI will not necessarily be the same as other calculations of median incomes (such as a simple Census number), due to a series of adjustments that are made (For full documentation of these adjustments, consult the HUD Income Limit Briefing Materials).]

When there is a limited inventory of housing available, residents end up in a unit that is either above or below the level appropriate for their income, making that unit unavailable for a tenant that could be a more appropriate match for it, from an income perspective. For example, a household earning 50% HAMFI (\$64,900) would be able to afford to rent a unit at \$1,622 per month. According to Table 1, only three of the seven units available on Apartments.com are at or below that amount.

## THE HOUSING LADDER

**WHEN THERE  
AREN'T ENOUGH  
HOMES,  
EVERYBODY  
COMPETES FOR  
WHAT'S  
AVAILABLE.**

- SIGHTLINE INSTITUTE



### Housing Demand Forecast

There are four main contributing factors to the current state of housing inventory which feeds directly into the demand facing the Village now.

- Estimated population (natural) growth, considering data from the census but also the CARPC report recently released for regional (Dane County) population growth.
- Pent up demand over the past 15+ years due to recession and subsequent damage to the residential construction and financing industries.
- Changing demographics; baby boomers aging, Generation X buying up existing stock, a very large Generation Y & Z, and seniors staying in their homes longer than ever before.
- Existing and new employer growth/hiring, which was accounted for on a regional level in this analysis.

Based on population growth data alone, and not on regional employer/hiring information, the preliminary



**five**-year projection for needed units is between 170 - 500 housing units of all types. There is not a significant number of new jobs projected for Mount Horeb but the community will likely capture residents from regional job growth. Additionally, there are approximately 215 housing units in demand as a result of pent up demand (due to lags in new construction post 2009/ recession). There is limited housing stock to provide for the demand expected, which is evidenced by the increasing sale prices, limited inventory and recent history with “days on market” data.

The demand in Table 3 can be further assigned to rental demand (broken down by number of bedrooms for workforce housing/senior affordable, and market rate rental units. The current Mount Horeb market could absorb up to 275 new rental units (Table 4). This number includes known, approved projects such as the Steve Brown Apartments to be developed downtown Mount Horeb.

Owner-occupied demand identified as affordable/workforce or market rate and broken down by bedroom count is illustrated in Figure 25. This chart indicates the capacity for the village to support up to 335 owner-occupied residential units of varying sizes. These units may be single-family detached or single-family attached units (condos, townhomes, duplexes).

Table 3. Overall Demand Table

	Low	High
New Jobs in region*	50	300
New residents captured by Mount Horeb (50%)	25	150
Natural Household Growth 2020-2035 (0.6%, 1.3%)	170	500
Pent up Demand since 2010	215	215
Recommended Vacancy	6%	8%
	<b>435</b>	<b>935</b>

\*Jobs were not taken into account in the total demand 1 for 1, but factored into New Residents at the percentage shown.

Table 4. Rental Demand Table

	Workforce/ Senior	Market Rate	Total
Studio	6	24	30
1-Bedroom	30	78	108
2-Bedroom	40	70	110
3-Bedroom	12	15	27
<b>Total</b>	<b>88</b>	<b>187</b>	<b>275</b>

Table 5. Owner-occupied Demand Table

	Affordable/ Workforce	Market Rate	Total
1-Bedroom	5	5	10
2-Bedroom	70	85	155
3-Bedroom	30	130	160
4+Bedroom	4	6	10
<b>Total</b>	<b>109</b>	<b>226</b>	<b>335</b>



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[www.redevelopment-resources.com](http://www.redevelopment-resources.com)



## AGENDA ITEM REPORT

### MEETING DATE

October 8, 2025

### PREPARED BY

Nicholas Owen, Administrator

### AGENDA ITEM # 4.b

Recommendation of Lukken Property Request for Proposal for Development

### BACKGROUND

Now that the park planning for the Lukken farm has wrapped up, our focus is turning to the development of the remainder of the land for housing. Included in your packet is the draft housing Request for Proposal (RFP) prepared by Kristen Fish-Peterson. We still need to verify some of the fine details about utility locations but believe it is ready to send to the Board for consideration. With the recent housing projections released by the Capital Area Region Planning Commission showing greater housing demand and growth in Dane County, it looks well-timed to get this RFP issued.

### RECOMMENDATION

### ATTACHMENTS

1. Lukken Property RFP 100325



HERITAGE  
COMMUNITY  
OPPORTUNITY



## Request for Proposals

Residential Property for Development

110 acres on Hwy. S and Hwy. 78 (N. 8<sup>th</sup> St.)

**Proposals Due: July 28, 2025**

**Village of Mount Horeb, 138 W. Main St., Mount Horeb, WI**

**[nic.owen@mounthorebwi.info](mailto:nic.owen@mounthorebwi.info)**

**608-437-9409**

# Request for Proposals (RFP) For the Purchase and Development Of Village-Owned Real Estate

The Village of Mount Horeb (“Village”) invites developers and interested parties (collectively, “Proposer” or “Proposers”) to submit a development plan (“Proposal”) for Village-owned property on Hwy. S and Hwy. 78 (N. 8<sup>th</sup> St.). This site is known as the “Lukken Farm”, and includes approximately 110 acres of developable property, suited for residential development.

Proposals (in digital format only) will be accepted until 3:00 pm Central Time on Monday, March 31st, 2025. Digital submissions must be made by email to Nic Owen, Village Administrator, at [nic.owen@mounthorebwi.info](mailto:nic.owen@mounthorebwi.info)

## 1. Community Overview

Mount Horeb is located approximately 20 miles west of Madison on Hwy. 18/151 in the Driftless Region of southwestern Wisconsin. The population is approximately 7,700. Mount Horeb offers a premier quality of life that boasts the benefits of a small town, with excellent school district, charming downtown, State Recreational Trail (Military Ridge Trail), and all the big city amenities within easy access.

## 2. Development Site – Information and Context

The development property is located on the north edge of the village, contiguous to existing residential neighborhoods to the south, and is bordered on the north by County Hwy. S. The Military Ridge Trail crosses through the southeast portion of the property.

The northwestern most 46 acres (where farm structures are located) will be dedicated to parkland and may possibly host a future recreation center and/or field space for area sports.

The development acreage has been farmed for decades and is not known to have any environmental contamination. The Village completed environmental testing (Phase I and Phase II) and will provide those results to interested parties (or attached in Exhibit A).

## 3. Property Overview

Location: East on County Hwy. S at County Hwy. 78

Land Area: 80-85 acres

Land Use Category: Planned Neighborhood

Expected Zoning:

## 4. Development Objectives

The Village’s intent with this RFP is to provide a new, well-designed residential neighborhood for the community. The Village is expecting to see a variety of housing types and price points including units that can be described as serving the “Missing Middle”, i.e.

duplex, triplex, fourplex, townhouse, cottage court, and live/work. A developer may or may not propose to develop all the acreage available but may propose to develop a portion of the acreage, as there may be multiple developers working on various types of housing in this area. There is an opportunity to include mixed-use development within the Planned Neighborhood zoning.

A summary of Village goals for this development includes:

- a. A variety of housing types, including single family detached and attached housing, cottage court, townhomes, or other styles serving the missing middle
- b. Safe streets, a development designed for safety
- c. Consideration for future public works costs
- d. An interesting and uniquely designed neighborhood

The Village is expecting proposals that incorporate and demonstrate high-quality architectural elements and site design, including but not limited to the following:

- a. Use of quality architectural design and building materials, with varying relief elements incorporated into the exterior framework of the homes. The design and architecture of new homes in this area should respect, complement, and enhance the surrounding residential developments.
- b. Visual interest and harmony shall be fostered through creative design and quality building materials.
- c. Landscape design should enhance the development and streetscape.
- d. The project should meet perceived market needs for type(s) of housing, and should incorporate housing units at various price points, sizes, configurations and scales.
- e. As a result of a grant (CDBG PRO Housing) with the office of Housing Access & Affordability, Dane County Department of Human Services, the equivalent of five acres of the overall residential development must be dedicated to affordable housing, meeting housing needs for residents at 120% of the county area median income. Developers are encouraged to form partnerships or join ventures with other developers to encourage this mix of housing type and price point. The value of the acreage is to be contributed by the Village to the developer who is developing the affordable housing. This is contingent upon Dane County being awarded the CDBG PRO Housing Grant.

**5. Zoning and Land Use Requirements** – Property is zoned Residential and will be subject to the new zoning code as proposed.

**6. Streets and Utilities**

The property has access from County Hwy. S on the north east, and at Manor Dr. from the south. Water, sewer, electricity and storm sewer are accessible from the neighborhood to the south. A map of the infrastructure will be provided at the mandatory pre-proposal conference. Direct connections to electricity, natural gas, and communications infrastructure are available as well.

## 7. Mandatory Pre-Proposal Conference

The Village will hold a mandatory virtual pre-proposal conference on **December 4, 2025 at 10:00 am** via Microsoft Teams. Any questions about the property, phasing, this RFP and the proposal review/approval process will be discussed. Please email [nic.owen@mounthorebwi.info](mailto:nic.owen@mounthorebwi.info) for a link to the pre-proposal meeting.

## 8. Concept Review

Proposers are encouraged to submit a concept plan to the Village Administrator's office for review and comment prior to the deadline. The Village can provide a confidential technical review of a project's conceptual design to the proposer related to the requirements of zoning code, building and fire codes, and other site considerations such as infrastructure, access and utilities.

## 9. Proposal Submission Requirements

Respondents must submit a digital copy of their proposal that meets the requirements below. The proposal should be submitted as a single combined file, although attachments may be provided. Upon submission, all materials will become the property of the Village of Mount Horeb. **All proposals must be submitted via email to [nic.owen@mounthorebwi.info](mailto:nic.owen@mounthorebwi.info) by 3:00 pm on Monday, February 16th 2026.** No submissions will be accepted after this date and time, or by any other delivery method other than email.

To avoid submittal issues, please observe the following guidelines:

- a. The Village is not responsible for technical difficulties on the part of the proposer. Please develop a plan to submit materials in an appropriate manner prior to the submittal deadline. Contact Nic Owen with any technical questions.
- b. Submittals are highly encouraged to be in the Adobe .pdf file format.
- c. Please ensure all maps and graphics are of sufficient resolution to be viewed and understood digitally. The Village may reject a proposal that cannot be easily viewed.
- d. It is encouraged that any submittal over 10 MB in file size be uploaded to a file sharing site with a link to the document or folder emailed to the address above.

Each submission must contain, at a minimum, the following information. Proposers are encouraged to include additional information as needed to fully describe and promote the project.

### A. Developer Qualifications

1. Developer Contact – Name, address, and contact information of firm or individual responding to the proposal.
2. Firm Overview – Provide a brief description of the organization, year established, types of projects completed, yearly financial volume of projects, and current projects underway.
3. Development Team – Provide a listing, qualifications, and role of all team members anticipated to participate in the project. If subconsultants will participate, include them in this listing.

4. Experience – Provide a list, description and photos of relevant projects detailing the role of the firm in each of the projects. Provide relevant contact information for each project.

**B. Project Proposal**

1. Project Narrative – Provide a detailed narrative description of the proposed project including, but not limited to:
  - a. Occupancy types, including square footage or area percentages of each type, and unit mix across the development.
  - b. The Village is encouraging a mix of price points, sizes and configuration in this neighborhood.
  - c. Discuss street design and landscaping proposal
  - d. Connection to existing infrastructure including sidewalks, bike trail, paths
2. Conceptual Site Plans – Provide conceptual site plan of the neighborhood, including:
  - a. Street layouts
  - b. unit types and density
  - c. number of units by type and location
  - d. Setbacks
  - e. Site access
  - f. Storm water management improvements if needed
3. Timeline – Provide a proposed timeline for the project including site design, site plan approval, securing financing, issuance of permits, construction phasing, substantial completion, and estimated final completion.

**C. Project Financials**

Development Budget Outline – Provide a preliminary budget that outlines the estimated development costs of the project, identifying hard costs, soft costs and financing terms.

**D. Land Purchase Price** –The property must be exchanged for fair market value as determined by an appraisal. Proposers shall include a land purchase price as part of the proposal. And Impact Fees for the park

**10. Proposed RFP Schedule**

November 5, 2025	Village Board approval of a resolution authorizing the RFP process
November 10, 2025	RFP Published
February 16, 2026	Proposals due.
March 6, 2026	Review Committee determines recommended proposal
March 11, 2026	CDA reviews the recommendation of the Review committee
April 1, 2026	Village Board reviews Review Committee recommendation and authorizes Staff to begin negotiations with selected developer.
May 6, 2026	Village Board public hearing to approve the selected developer and authorizes Village execution of a Purchase, Sale and Development Agreement.

May 8, 2026	Negotiation for Purchase, Sale and Development Agreement begins; developer to execute prior to Village Board approval
June 3, 2026	Village Board approval of Purchase, Sale and Development Agreement (if negotiations complete; if not, approval will be at soonest available meeting).
After approval	Developer is authorized to begin the Development Review (site plan approval) process. Construction anticipated as soon as possible thereafter.

### 11. Review Committee

All proposals will be reviewed and evaluated by a Review Committee consisting of Village Staff, one member of the CDA, and one designated Village Board member. The committee serves as a recommending body, and only provides a recommendation of a preferred development proposal for the Village Board’s consideration. The committee will make a recommendation of the preferred proposal for consideration based on the proposal that best meets the evaluation criteria provided in Section 11.

### 12. Proposal Evaluation

Proposals will be evaluated for meeting the following elements (in no order).

- a. Capacity, experience, and capability of the proposer
- b. Ability and commitment to meet the objectives of the RFP
- c. Quality of design (site and units) and conformance with adopted Village Plans and ordinances, and meeting site and infrastructure requirements
- d. Innovative sustainability features in the site and unit design
- e. Inclusion of a variety of price points and configurations of housing units

During the review process, the Review Committee may request additional information from proposers. This may include request for information from the proposer supporting the financial and market feasibility of the proposed project.

The Review Committee may request interviews with a chosen list of one or more proposers. These interviews may be conducted virtually or in person.

The Village Board will review the recommendation of the Review Committee and make a recommendation for a proposer to move on to negotiations. After the Village Board’s decision, the Village will draft a Purchase, Sale and Development Agreement for review and approval by the chosen proposer. This document will outline the terms of the sale of the property and will include any Village and developer commitments necessary to complete the project as proposed. Upon Village Board approval of the Agreement, the developer will be authorized to proceed.

### 13. Key Contacts

Nic Owen, Village Administrator, 608-437-9409, [nic.owen@mounthorebwi.info](mailto:nic.owen@mounthorebwi.info).

Kristen Fish-Peterson, Economic Development Consultant to the Village of Mount Horeb,  
715-581-1452, [Kristen@redevelopment-resources.com](mailto:Kristen@redevelopment-resources.com)

#### **14. Resources**

Village zoning code: (link to zoning code)

Maps of area: (link to maps)

Exhibits:

Exhibit A – Environmental Reports

Exhibit B – Utility Map

#### **15. RFP Proposal Preparation Costs and Other Costs**

Proposer costs of developing the proposal, cost of attendance at an interview (if requested by the Village), or any other costs are entirely the responsibility of the proposer and will not be reimbursed in any manner by the Village. Proposer must not include any such expenses as part of the price proposed in response to the RFP. The Village must be held harmless and free from all liability, claims, or expense whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

#### **16. Clarification and Clarity**

The Village reserves the right to seek clarification of each proposal, or to make an award without further discussion of proposal received. Therefore, it is important that each proposal be submitted initially in the most complete, clear, and favorable manner possible.

#### **17. Right to Reject Proposals**

The Village reserves the right to reject any or all proposals or to withdraw any item from the award, if such rejection or withdrawal would be in the public interest, as determined by the Village.



## AGENDA ITEM REPORT

### MEETING DATE

October 8, 2025

### PREPARED BY

Nicholas Owen, Administrator

### AGENDA ITEM # 4.c

Potterton Building

### BACKGROUND

The Potterton Real Estate Building at 105 E Main Street started a facade rehabilitation project to remove the existing brick and replace it with new brick. When they removed the old brick they discovered more water damage than anticipated. They may be applying for TIF assistance in order to do the structural repairs needed to support adding brick back on the building. In order to complete this before winter, we may need to schedule a special CDA meeting to consider the request once all the cost information is gathered.

### RECOMMENDATION

### ATTACHMENTS

None