

CITY OF APPLETON

REQUEST FOR PROPOSALS

COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN



City of Appleton
Director, Karen Harkness
Community & Economic Development
100 N. Appleton Street
Appleton, WI 54911
920-832-6468
www.appleton.org



"...meeting community needs...enhancing quality of life."

COMMUNITY AND ECONOMIC DEVELOPMENT

100 North Appleton Street
Appleton, WI 54911
Telephone: (920) 832-6468
Fax: (920) 832-5994

May 19, 2021

Re: Request For Proposals – College Avenue North Neighborhood Plan

Dear Interested Party:

The City of Appleton is seeking proposals for consulting services to build upon the vision and goals of the City's Comprehensive Plan, identify and respond to current conditions and issues, provide an analysis, redevelopment alternatives, implementation plans and strategies to deliberately shape and stimulate design and development north of College Avenue.

This area north of College Avenue includes the Appleton Public Library, Transit Center (the central hub of a regional transit system serving a 117 square-mile area with over 200,000 residents), churches, residential, commercial and privately owned surface parking, as well as a parking structure owned by the City. Two (2) Tax Incremental Financing Districts (TIFs 3 & 11) are already established in this area. Additionally, much of the area located north of College Avenue is located in an Opportunity Zone. Strategic and ongoing investment in Downtown remains a top priority for the City, as does invigorating public and private investment.

The process will be interactive and engage in a highly collaborative approach to create a *College Avenue North Neighborhood Plan* (herein after "the Plan") which would provide a framework for future development that facilitates greater connectivity between the City, adjacent neighborhoods, existing businesses, and not-for-profits while recognizing the influences between buildings, social settings and the surrounding environment.

The goal of this Plan is to complement and build from the previous work completed in identifying a vision for the Downtown. The Plan will also help guide private development, public investment and improvements for the next 5 to 10 years in accordance with identified vision, goals and prioritize competing goals.

The details for this project are contained in the following Request for Proposals (RFP). This information can also be found on our website at the following link: <https://www.appleton.org/business/request-for-proposal-1787>. If you have problems locating any documents, please do not hesitate to contact me.

Following is the schedule for submission of proposals, evaluation, and selection of the firm to complete this work.

- Closing date for RFP responses: June 4, 2021 at 12:00 PM (NOON) CST
- Evaluation Committee meets: June 14, 2021
- Proposers to Interview notified: June 16, 2021
- Interviews (as needed): June 23, 2021
- Finalist notified on or before: June 28, 2021
- Committee approval: June 30, 2021
- Council approval: July 7, 2021

Thank you for your consideration.

Sincerely,



Karen E. Harkness
Director of Community and Economic Development

INTRODUCTION

The City of Appleton, Wisconsin is seeking proposals from qualified firms to build upon the vision and goals of the City's Comprehensive Plan, identify and respond to current conditions and issues, provide an analysis, redevelopment alternatives, implementation plans and strategies to deliberately shape and stimulate design and development north of College Avenue. This area, as shown in Exhibit A, is anchored by the Appleton Public Library and serves as a connective zone between our central business district and residential neighborhoods to the north and is poised for invigoration through public and private investment.

The area identified in this Request for Proposals (RFP) includes the Appleton Public Library, Transit Center (the central hub of a regional transit system serving a 117 square-mile area with over 200,000 residents), churches, residential, commercial and privately owned surface parking as well as a parking structure owned by the City. Two Tax Incremental Financing Districts (TIF 3 & 11) are included in this area. Additionally, much of the area identified in the proposals is located in an Opportunity Zone. Strategic and ongoing investment in Downtown remains a top priority for the City with the issuance of this proposal being a critical step in this process.

The City of Appleton has awarded a contract to Skidmore, Owings and Merrill for design and engineering services to renovate or rebuild the current library located within this area with construction anticipated to begin in 2022.

The City of Appleton is located in the Fox River Valley of northeastern Wisconsin and has a population of approximately 76,000. The City is serviced by Interstate 41, US Highway 10 and US Highway 441. It is 90 miles north of Milwaukee and 30 miles southwest of Green Bay. More information about the City is available on our website at: www.appleton.org.

Downtown Appleton is the heart of the Fox Valley. As an arts and entertainment district, Downtown has embraced the creative economic energy of business, tourism, education and love of the Fox River. Downtown's resurgence and increased vibrancy has drawn recent praise with Appleton named one of the "Most Livable Small Cities" by SmartAsset in 2020.

Several major projects currently in progress will impact the City in general and Downtown specifically, as they will influence future mobility, connectivity to the riverfront, residential density, and attraction of conventions and visitors. The City completed an update to the Comprehensive Plan in 2017 that included an updated Downtown Plan as well as a Housing Study. Links are provided in the list of reference materials at the end of this proposal. Since that time, we have seen estimated investment in our Downtown providing an additional \$20M in tax increment with over 221 new residential units either delivered to market, or announced, along with additional commercial space spread across numerous projects. See Exhibit D for a map of recent downtown developments.

Appleton continues to see demand for new housing units and has a solid commercial and industrial base.

APPROACH

The firm selected will use an interactive and highly collaborative approach to create a *College Avenue North Neighborhood Plan* (herein after “the Plan”) which would provide a framework for future development that facilitates greater connectivity between the City, adjacent neighborhoods, existing businesses, and not-for-profits while recognizing the influences between buildings, social settings and the surrounding environment.

The goal of this plan is to complement and build from the previous work completed in identifying a vision for the Downtown. The plan will also help guide private development, public investment and improvements for the next 5 to 10 years in accordance with identified vision, goals and prioritize competing goals.

SCOPE OF WORK

Specifically, the purpose of this planning effort is to:

- Continue to develop, refine and support the visions of creating an anchor district in this neighborhood, as identified in the Comprehensive Plan, other guiding documents and inclusive stakeholder input.
- Identify, define and understand the issues and forces affecting the neighborhood, as well as the opportunities to thrive.
- Analyze what potential redevelopment options exist (or are likely) on City and privately owned properties.
- Support the equitable and inclusive development and design.
- Identify the best ways to leverage participation of, connection to and influence on Appleton’s educational, cultural and civic organizations as well as private companies and public entities located in this area with the outcome of strengthen relationships, fostering collaboration and creating opportunities and connections.
- Review and outline a housing strategy that contemplates and accounts for such things as affordable housing, market forces, diversity of housing options, land use and housing regulations by gathering and analyzing market rents, land costs, building and development costs. Update the existing Downtown Market Analysis completed by Redevelopment Resources in August 2016.
- The City of Appleton is currently preparing a Downtown Streets Design Guide with Alta Planning and Design. This guide is completed and will be helpful in this study by reviewing existing status, identifying and mapping physical opportunity locations within public spaces and recommending changes and alternatives within the urban fabric (infrastructure, streetscape, other amenities, etc.)

- Generate concept plans and develop feasibility analysis for the redevelopment of target sites and any identified new visions and/or goals for the neighborhood while paying special attention to connectivity (physically, socially and emotionally), activity nodes, density, mutually reinforcing mixed uses, programmatic activities, and development opportunities.
- Develop implementation strategy and time for vision, projects and plans.
- The firm should identify up to five cities or anchor districts to benchmark best practices.

DELIVERABLES

The selected firm will deliver a set of recommendations, analysis, concepts, maps and actionable documents based on the scope of services. The firm may propose additional tasks and/or a revised scope based on experience with similar projects in similar cities. Sub-tasks, such as conference calls, draft reviews, public/stakeholder outreach, engagement with staff, committee/Council presentations, etc. shall be considered part of the proposed scope but will not be detailed in this proposal. Upon selection of a firm, and given that this plan is limited in both geography and scope, and involves the update of previous documents, and due to the pandemic, much, if not all, of the stakeholder outreach will be completed virtually. The City would like to have the plan completed by first quarter of 2022.

PROPOSAL REQUIREMENTS AND PROCESS

This proposal seeks the submissions to provide services from all interested and qualified firms. The City of Appleton seeks, by way of this proposal, to obtain services in a manner that maximizes the quality of services while also maximizing value to the City. Firms must be able to show they are capable of performing the services requested. Such evidence includes, but is not limited to, the respondent's demonstrated competency and experience in delivering services of a similar scope and type.

Proposals must be organized in the following order of sections:

1. EXECUTIVE SUMMARY
 - a. A succinct, high level description of the proposed project
 - b. Identity and contact information for the consultant(s)
 - c. The Executive Summary should be signed by a Principal or authorized agent of the proposing consultant

2. DESCRIPTION OF FIRM & PERSONNEL: Detailed description of the organizational structure/hierarchy for the consultant team, including relationship of the partners to each other (if appropriate) and responsibilities of key personnel to be involved in this project. Provide professional resumes for the key personnel assigned.
3. EXPERIENCE AND ABILITY TO COMPLETE PROPOSED PROJECT: Statement regarding experience and qualifications relative to this project, including references of individuals who can provide assessments of your previous work on similar projects. List relevant public sector clients for whom you have performed similar work. For each project listed, provide the name, address and a contact number of the client's representative who can be contacted regarding the project.
4. PROJECT APPROACH: Provide a narrative description of how your firm proposes to execute the project, how the proposal meets the stated objectives and goals. Describe the intended relationship between the City Staff and the public during the process. Submit a statement as to why you believe your firm is the best qualified to carry out the project.
5. PROPOSED PROJECT COST AND SCHEDULE: Provide a total cost to prepare the plan including hourly rates and estimate number of hours to complete the plan. All expenses associated with the plan, including all travel and incidental costs, should not exceed \$100,000. Incorporate a detailed anticipated timetable for completion of the plan including a sequence of events.

Any other information you deem relevant in helping us to evaluate your proposal is welcomed.

DIRECTIONS FOR SUBMITTAL

1. The Proposals shall be mailed or delivered to Project Manager on or by 12:00 PM NOON CST, JUNE 4, 2021. Project Manager is Director of Community and Economic Development Karen Harkness, 100 N. Appleton Street, Appleton, Wisconsin 54911.
2. Proposal shall be on company letterhead and signed by an authorized representative of the company.
3. Firms will submit their proposal along with their fee structure document for performing the required services outlined in this Request for Proposals. The fee structure will be in a separate sealed envelope marked "Fee Structure." Packages containing the proposal and any related materials shall be plainly marked on the outside in the following manner: "*College Avenue North Neighborhood Plan*".
4. Proposals will include **10** hard copies of the presentation/proposal **and** a Flash Drive with the presentation/proposal on it in PDF/Word format. Font size to be 12.

5. The City of Appleton will not be liable for any costs incidental for the preparation of the Request for Proposals.

GENERAL INFORMATION

1. In accordance with WI Statutes, all proposals received, and all materials contained therein, once opened are public record, and subject to disclosure to any person, organization, or firm, including other firms responding to this Request for Proposals.

2. To the extent, a firm includes any uniquely proprietary or confidential information in the proposal, the firm must clearly and unequivocally mark such information. The City will not reveal any such information to any third party, unless required to do so by law.

3. Firms must agree to make no other distribution of their proposal beyond that made to the City and once under contract, all information gained in the process and work product is the ownership of the City.

4. The City of Appleton reserves the right to accept or reject any or all proposals, or part thereof, to waive any informalities or technicalities, or to award contracts in the best interest of the City of Appleton. In all instances, the City of Appleton's decision shall be final. All costs associated with the preparation, submittal and presentation of proposals shall be borne by the firm.

5. Prospective firms hereby warrant by virtue of submission of proposals that all terms, conditions, and requirements as stated in this document are valid, enforceable, and binding upon the selected firm.

6. Insurance - The successful firm will be required to furnish, within five (5) days of award notification and before commencing work, the certificate of insurance specified in Exhibit C - Insurance Requirements for professional services work. The certificate shall name the City, its officers and employees, as additional insured.

7. The Firm must comply with all applicable local, state and federal regulations.

8. Contract Term - The contract resulting from the award of this RFP shall commence as soon as administratively possible following award notification and shall continue until all agreed upon tasks have been satisfactorily completed.

9. Indemnification Clause

The prospective firm agrees to indemnify, defend and hold harmless the City and its officers, officials, employees and agents from against any and all liability, loss, damage expense, costs (including attorney fees) arising out of the submitted proposal, caused in whole or in part by provider or anyone for whose acts any of them may be liable, except where caused by sole negligence or willful misconduct of the City.

10. Safety

Consultant shall be responsible for all OSHA safety requirements. Failure of the Consultant to follow OSHA requirements may result in stop of work order from the City until the violation is corrected, or termination of the Contract, at the City's option. Consultant shall not be entitled to any additional compensation, over the original contract amount, or additional time to complete the project, for any delay resulting from a sanction pursuant to this section.

PROJECT TIMELINE

Activity	Estimated Date
Closing Date for RFP Responses	12:00 p.m. CST June 4, 2021
Evaluation Committee Meets	June 14, 2021
Proposers to Interview Notified	June 16, 2021
Interviews (As Needed)	June 23, 2021
Finalist Notified On or Before	June 28, 2021
Committee Approval	June 30, 2021
Council Approval	July 7, 2021

NOTE: This timeline should be considered a draft. The City reserves the right to deviate from this schedule.

EVALUATION OF PROPOSALS

Proposals will be evaluated on the basis of the degree of compliance with, and adherence to, the preceding proposal requirements and using the key criteria:

1. Compliance with, completeness, clarity and satisfaction of the Scope of Work section of this RFP.
2. Conformance to and use of the requirements and objectives of the City of Appleton Comprehensive Plan 2010-2030, Chapter 14 Downtown Plan, and other appropriate documents available in the attached Reference Materials List.
3. Firms experience and demonstrated ability to deliver high quality, innovative work for relevant projects of similar complexity.
4. Staff experience and demonstrated ability to work well with community groups, various municipal departments, and City staff.
5. Demonstrated ability to provide clear and compelling presentations to community members, commission members, and elected officials.
6. Demonstrated ability to deliver a professional, well thought out, plan that exhibits excellent writing quality and use of high quality product that communicates clearly, engages all stakeholders and is easily accessible to the general public.
7. References
8. Cost to the City

ATTACHMENT LISTING

The following exhibits are attached:

Exhibit A – RFP Boundary Map

Exhibit B – TIF and Opportunity Zone Map

Exhibit C – Insurance Requirements

Exhibit D – Downtown Development Overview

REFERENCE MATERIALS

The following documents are listed for reference purposes:

[Appleton Downtown Streetscape Design Guide](#)

[City of Appleton Comprehensive Plan 2010-2030](#)

[Downtown Market Analysis](#)

[Downtown Plan \(Chapter 14\)](#)

[Downtown Plan Summary](#)

[2021 BID Plan](#)

[Library Studies and Status Update](#)

[Downtown Appleton Mobility Plan](#)

[Parking Study \(February 2015\)](#)

[TIF 3 Plan](#)

[TIF 11 Plan](#)

[Trails Master Plan](#)

EXHIBIT A – DOWNTOWN MAP

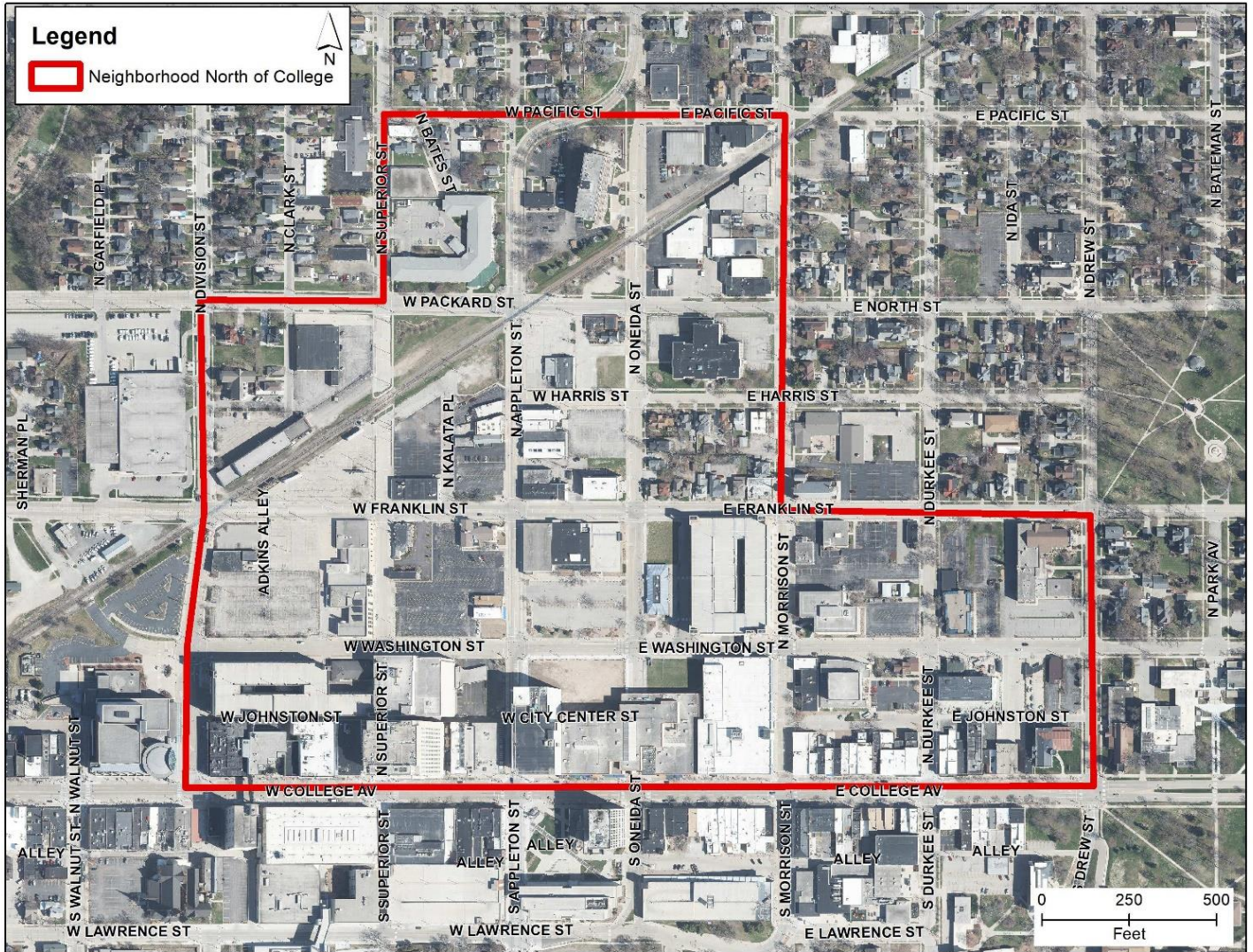


EXHIBIT B – TIF AND OPPORTUNITY ZONE MAP

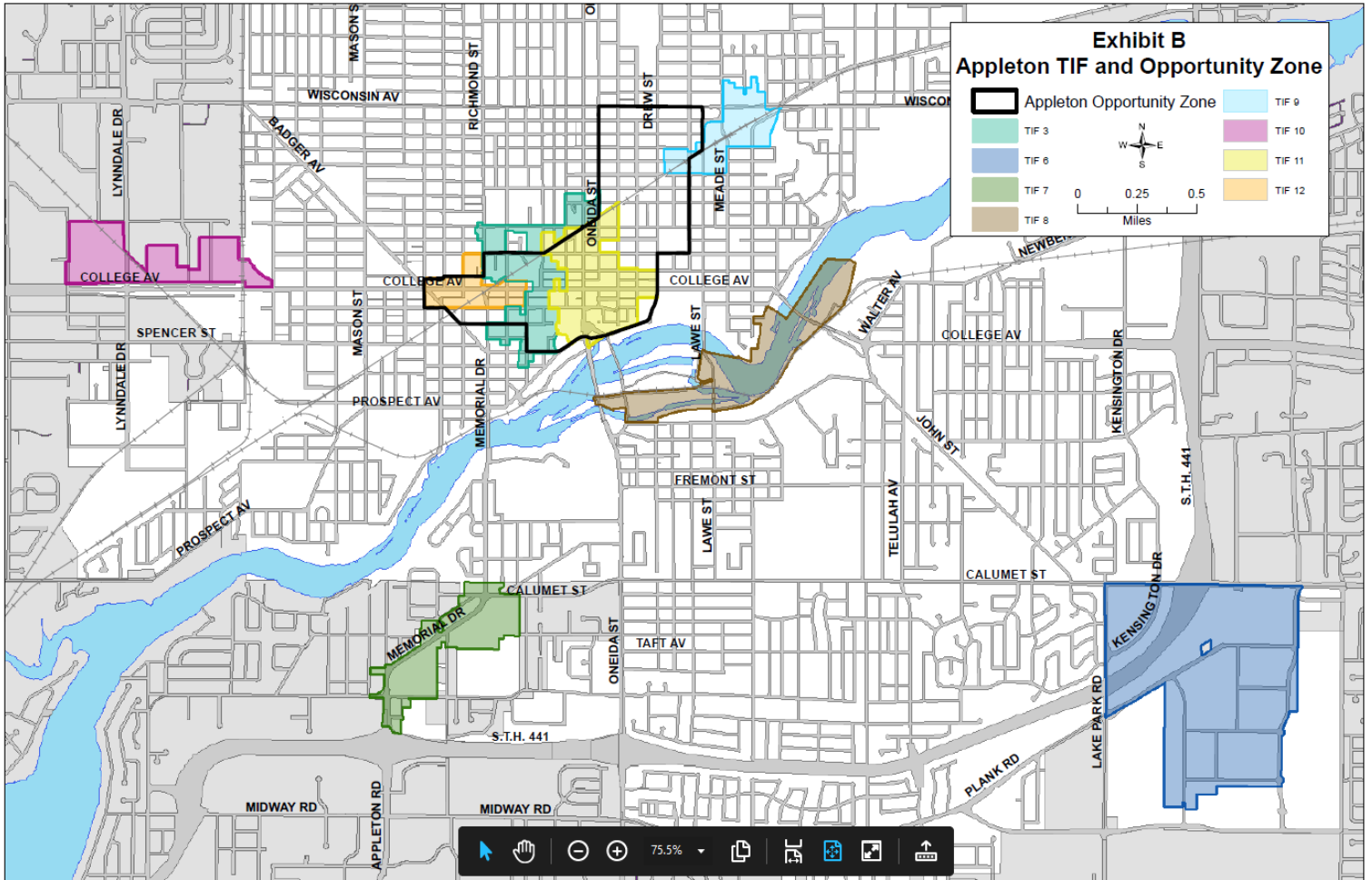


EXHIBIT C – INSURANCE REQUIREMENTS

Provider shall furnish required certificate of insurance specified below for small exposure work and is attached to this document. The certificate shall name the CITY; its officers and employees, as additional insured.

CITY OF APPLETON INSURANCE REQUIREMENTS “PROFESSIONAL SERVICES”

It is hereby agreed and understood that the insurance required by the City of Appleton is primary coverage insurance and that any insurance or self-insurance maintained by the City of Appleton, its officers, council members, agents, employees or authorized volunteers will not contribute to a loss. Proof of the required insurance must be submitted to the applicable City of Appleton department before the contract or purchase order is considered for approval by the City of Appleton. All insurance must be in full force and effect prior to commencing work and must remain in full force and effect for the longer of the following: (a) until the entire job is completed, (b) for the length of time that is specified in the contract, or (c) as listed below.

1. **PROFESSIONAL LIABILITY**

- A. Liability limits:
 - (1) \$1,000,000 - Each claim, and
 - (2) \$1,000,000 - Annual aggregate.
- B. Must continue coverage for two (2) years after final acceptance of service/job.

2. **GENERAL LIABILITY COVERAGE**

- A. Commercial General Liability limits:
 - (1) \$1,000,000 - Each occurrence limit,
 - (2) \$1,000,000 - Personal Liability and Advertising Injury,
 - (3) \$2,000,000 - General aggregate, and
 - (4) \$2,000,000 - Products-Completed Operations aggregate, which must be carried for two (2) years after the acceptance of the completed work.
- B. Claims made form of coverage is not acceptable.
- C. Insurance must include:
 - (1) Premises and Operations liability,
 - (2) Contractual liability,
 - (3) Personal Injury,
 - (4) Explosion, Collapse and Underground coverage, and
 - (5) The general aggregate must apply separately to this project/location.

3. **BUSINESS AUTOMOBILE LIABILITY**

- A. Liability limits:
 - (1) \$1,000,000 - Combined single limit for Bodily Injury and Property Damage for each accident.
 - B. Must cover liability for Symbol #1 – “Any Auto” – including owned, non-owned and hired automobile liability.
4. **WORKERS’ COMPENSATION AND EMPLOYERS LIABILITY** – If required by Wisconsin State Statute or any workers’ compensation statute of a different State.
- A. Liability limits:
 - (1) \$100,000 - Each accident,
 - (2) \$500,000 - Disease Policy limit, and
 - (3) \$100,000 - Disease, for each employee.
5. **UMBRELLA LIABILITY** – If exposure exists, provide coverage at least as broad as the underlying General Liability, Business Automatable Liability, Workers’ Compensation and Employer’s Liability, with a minimum limit of \$5,000,000 for each occurrence and \$5,000,000 aggregate, and a maximum self-insured retention of \$10,000.
6. **ADDITIONAL REQUIREMENTS**
- A. Primary and Non-Contributory Requirement – All insurance must be primary and non-contributory to any insurance or self-insurance carried by City of Appleton.
 - B. Acceptability of Insurers – Insurance is to be placed with insurers who have an *A.M. Best* rating of no less than A- and a Financial Size Category of no less than Class VI, and who are authorized as an admitted insurance company in the State of Wisconsin.
 - C. Additional Insured Requirements – The following must be named as additional insured on all Liability Policies for liability arising out of project work: “City of Appleton, and its officers, council members, agents, employees and authorized volunteers.” On the Commercial General Liability Policy, the additional insured coverage must be on ISO Form CG 20 10 07 04 and also include Products–Completed Operations equivalent to ISO Form CG 20 37 07 04 or their equivalents for a minimum of two (2) years after acceptance of work. This does not apply to Workers Compensation Policies.
 - D. Certificates of Insurance – Certificates of Insurance must be acceptable to the City of Appleton and must be submitted prior to commencement of the work to the applicable department. In addition, ISO Form CG 20 10 07 04, for ongoing work exposure, and ISO Form CG 20 37 07 04, for products-completed operations exposure, or their equivalents, must be provided to the City. These certificates must contain a provision that coverage afforded under the policies will not be canceled or non-renewed until at least 30 days’ prior written notice has been given to the City.

EXHIBIT D – DOWNTOWN DEVELOPMENT OVERVIEW



Downtown Development Overview

