



**OFFICIAL NOTICE**

**PLANNING AND URBAN DESIGN SERVICES FOR THE CREATION OF THE  
CITY OF PORT WASHINGTON DOWNTOWN AND LAKEFRONT MASTER PLAN**

**September 7, 2021**

The City of Port Washington is requesting proposals for planning and design services for the City of Port Washington Downtown and Lakefront Master Plan.

**The RFP can be found on the City of Port Washington website:**

**<https://cityofportwashington.com/>**

**Questions regarding the RFP are due by September 15, 2021, by 4:00 p.m. CST.**

Replies to questions will be posted not later than 3:00 p.m. **September 17, 2021**. Questions regarding this RFP should be addressed to Bob Harris, Director of Planning & Development, in writing via email at: **[rharris@cpwwi.org](mailto:rharris@cpwwi.org)**

**Proposal Packages are due September 28, 2021 by 4:00 p.m. CST**

**VIA E-MAIL to: [rharris@cpwwi.org](mailto:rharris@cpwwi.org)**

(City of Port Washington does not guarantee that emailed proposals are received. Emailed proposals must be received in their entirety before the RFP closing time.)

**\*\*Please note, the recommended size of one email cannot exceed 10MB\*\***

## TABLE OF CONTENTS

Cover Sheet .....	Page 1
Table of Contents .....	Page 2
RFQ Document .....	Pages 3-11

## **A. PROJECT SUMMARY**

The City of Port Washington (“City”) is requesting proposals from qualified firms/individuals (“Consultant”) to assist City staff with the creation of a new Downtown Port Washington and Lakefront Master Plan document (“Plan”) which will be incorporated as an integral component of the City of Port Washington Comprehensive Plan.

### **Desired Expertise**

It is assumed RFP responses will be from firms/individuals with professional experience in the following fields: Architecture, Landscape Architecture, Land and City Planning, and/or Engineering. The successful Consultant will work with City staff; a Downtown Plan Team consisting of various downtown stakeholders; residents; businesses; and elected officials, and provide expertise and production capacity on certain topic areas including but not limited to:

- Architecture and Urban Design
- Great Lakes (Primarily related to tourism and other destination planning issues)
- Small City Downtown Parking and Circulation
- Public Marina Operations
- Public Participation and Communication Related to Land/City Planning and Plan Formulation
- Graphics, Mapping and other Illustrations Related to Land/City Planning and Urban Design

### **Budget**

The current project budget is \$88,000. However, should additional funds be secured following Plan initiation the City may request contract revisions to accommodate additional services as determined by City staff and the Downtown Plan Team. Note, a market study or parking study is not required as part of this RFP or project.

### **Schedule**

The plan process is scheduled to occur over 18 months starting in Fall 2021.

## **B. BACKGROUND AND CONTEXT**

Port Washington is a city with an approximate population of 12,000 persons and is located along Lake Michigan in Ozaukee County, Wisconsin, on the northern edge of the Milwaukee metropolitan area.

Port Washington is a city in transition. Once a blue-collar manufacturing and commercial fishing town, Port Washington (“Port”) is growing into both a tourism/destination locale and a (relatively) more affordable Ozaukee County suburb. As a result, Port is experiencing a level of development not witnessed in at least half a century.

Due to its unusually close location to the Lake Michigan shoreline, downtown Port is literally a stone’s throw from the water’s edge. Combining the Lake Michigan views this proximity allows with an adjacent historic Main Street, public marina, and charter fishing fleet, it is not surprising

Port Washington is a visitor destination with a regional draw as far south as Chicago. Not surprisingly, with increased developer and visitor interest, parking and other growth management issues is becoming more of a concern and a desire to proactively address such issues has now arrived.

However, there is currently no unifying vision or plan to address not only parking issues (both perceived and real), but piecemeal development and a worry of opportunities lost. But what is truly desired is a vision and a plan to elevate downtown Port Washington into what it could be: a little gem on the shores of Lake Michigan. The “bones” are indeed there: over two miles of lakefront access, the 270-slip marina, the publicly accessible breakwater and lighthouse, and historic Franklin Street with its collection of shops and restaurants just steps away from the shoreline. But it is a downtown and lakefront in need of a vision to tie all these assets together into a unified whole that will benefit the community and the Great Lakes overall.

### **C. GOALS AND OBJECTIVES**

The goal of this project is to hire a Consultant that will apply its experience and expertise to assist the City in creating a planning document that will:

- Visually depict a desired vision of downtown Port Washington 10+ years in the future.
- Visually articulate a range of desired downtown Port Washington design styles.
- Identify avenues to best balance growth without sacrificing the existing or desired character of downtown Port Washington.
- Provide architectural and urban design guidance for future downtown development.
- Help the city avoid regretful development decisions in the future.

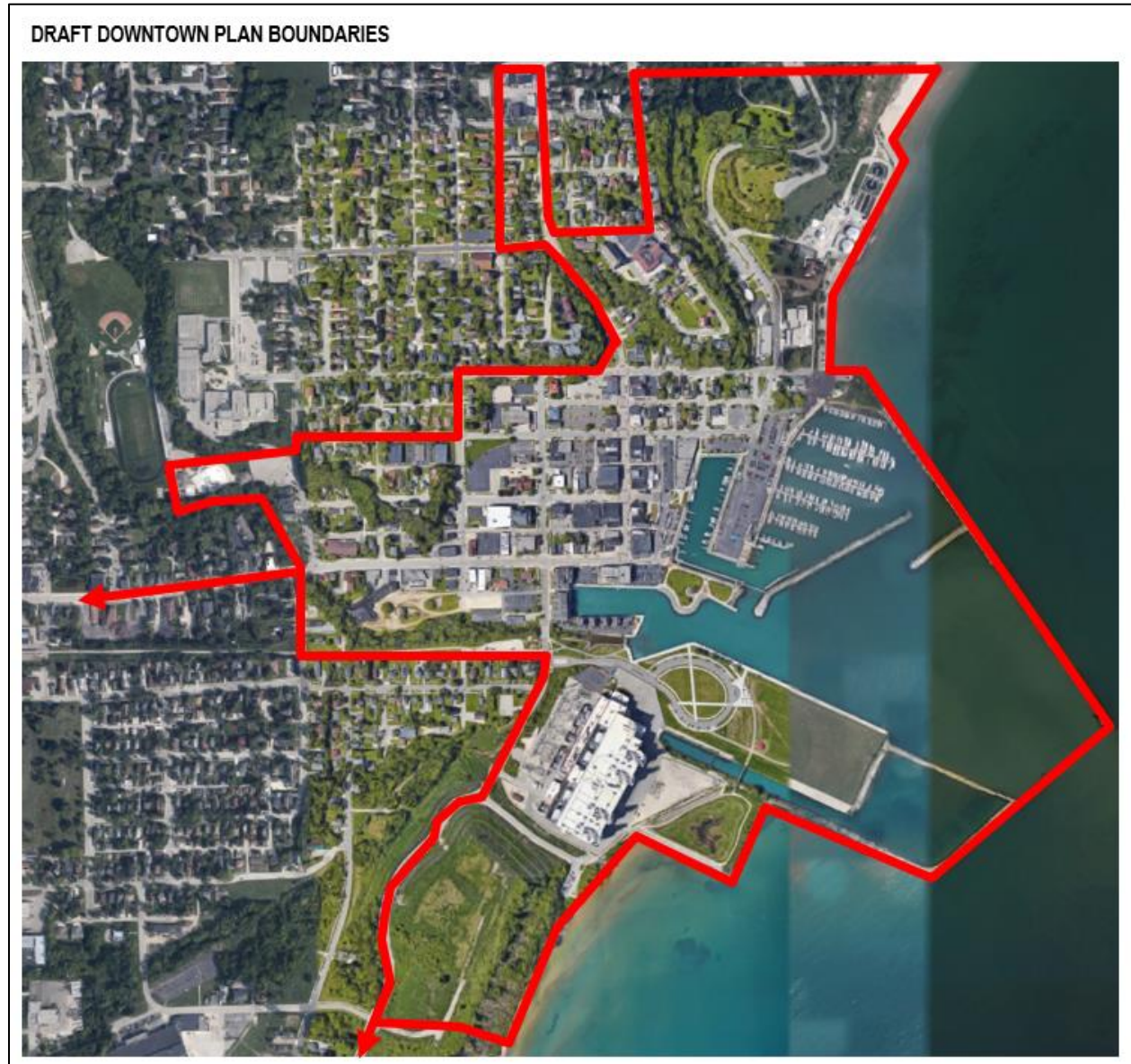
To achieve these goals, key plan objectives are as follows:

- Illustrate ideal architectural and site plan layouts for sites susceptible to change (It is estimated up to six sites will be identified; this includes the marina).
- Identify specific policies and zoning strategies to align with plan goals.
- Provide urban design strategies and images for selected rights-of-way and identified bike and pedestrian connections including the Port Washington Harbor Walk.
- Identify “good fit” case studies and strategies from comparable waterfront downtowns that balance continued downtown popularity, parking, and preservation of character. (Accommodating the parking demands from a popular marina, i.e., vehicles and boat trailers, is an issue).
- Provide specific recommendations for key traffic flow locations.

### **D. PLAN AREA**

The Plan study area will encompass downtown Port Washington, the Port Washington Marina, and adjacent areas and corridors as shown on the map below but generally bounded by E Kane Street to the north; the WeEnergies (WE) south bluff land to the south; Lake Michigan and the Port Washington lighthouse to the east; and the Sauk Creek to the west. Adjacent corridors will

include selected portions of: Grand Avenue between Lake Michigan and S Spring Street; and S Wisconsin Street and S Lakeshore Road from the WE south bluff land south to Cedar Gorge. Notable features within the plan area include historic Franklin Street, a Wisconsin Main Street community; the historic St. Mary's neighborhood; two Lake Michigan beaches; four City of Port Washington parks; a public harbor walk; portions of the Ozaukee Interurban Trail; and approximately 22 acres of vacant land on Port Washington's south bluff, overlooking Lake Michigan.



## **E. SUBMITTAL REQUIREMENTS**

### **1. Title Page**

The title page should include – “Request for Proposals: City Planning and Urban Design Services for the City of Port Washington Downtown and Lakefront Master Plan”, and the name of the firm, address, telephone number, name of contact person, email address, and date. The names of those authorized to make representations on behalf of the Consultant, their titles, addresses, phone numbers, and email addresses must be included. (1 page maximum)

### **2. Cover Letter & Project Understanding**

The cover letter should concisely describe the Consultant's understanding of the project. Explain the Consultant team's approach to the project and how it will develop visually attractive and practical images and recommendations that will benefit the process and a final Plan. (3 pages maximum)

### **3. Firm Background & Experience**

Discussion of Consultant's ability and expertise to provide the required services and qualifications related to the proposed Scope of Work. Identify all members of a multi-firm proposal, and roles of each firm. (3 pages maximum)

### **4. Documentation of Past Experience & Qualifications**

Profile one (1) project completed by the Consultant(s) that is most relevant to the requested work. Provide one (1) additional project examples completed by the Consultant(s).

Information should include a brief description of how this project is similar, graphics (maps, diagrams, sketches, vignettes, graphically illustrated street cross sections, renderings), descriptions of the firm/individual's involvement in the projects, project reference (contact name, email address, and phone number), the dates the work was performed, describe the firm's role in this work (if it was a collaboration), if staff on the project worked on these projects, and whether key persons assigned to these projects are still with the firm and available to work on this project. If subcontractors will be used for key tasks, information should be provided about their experience as well. (3 pages maximum, for each example)

The most relevant work sample should be submitted as an attachment or zip file or similar. (If submittal size is a concern, a website link is also acceptable). The additional work sample may be included via website link, if available.

### **5. Staffing**

The Consultant must identify the specific people/person who would manage this project and a description of their experience and qualifications.

All Consultant staff to be assigned to the plan must be identified, along with a description of the tasks and approximate number of hours of involvement of each staff person in the project.

Consultant should confirm that these key staff have the described availability to work on the project consistent with the proposed project schedule. Describe staff qualifications (all members) that will complete the work, including experience in the appropriate disciplines for completion of the scope of work.

If the Consultant proposes to use subcontractors for this project, subcontractors must be identified. Provide the following information about proposed subcontractors: Company name, name of contact, title of contact, telephone number.

## **6. Rates and Reimbursable Expenses**

The Consultant should provide the hourly rates for staff (including subconsultants), how they will be involved, and a percentage (%) of the approximate time it is anticipated that each staff member will devote to the effort based on the RFP's Proposed Scope of Services. The consultant must also include any anticipated fees and reimbursables (e.g., travel). The successful Consultant shall be expected to honor the hourly rates identified in their proposal for the duration of the contract, unless modified by mutual agreement in writing.

The City of Port Washington shall not be liable for any costs incurred by a consultant in responding to this request for proposal or for any costs associated with discussions required for clarification of items related to this proposal.

## **F. SELECTION PROCESS**

### **1. Proposal Review.**

The proposal review will be based on a comparative assessment and scoring of each document in accordance with the Evaluation Criteria. The City will then select one or more Project Teams to advance in the selection process. During the evaluation process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from proposing teams, or to allow corrections of errors or omissions. The City reserves the right to verify any information contained in proposals.

### **2. Interviews.**

The City will determine whether interviews are needed, or it may select the Consultant based on the proposals alone. If interviews are determined to be needed finalist teams will be requested to present their experience, proposed approaches, and personnel in an interview to members of the City's selection team. (Further interview instructions will be provided to the selected finalist team(s).

### **3. Committee Review.**

Based on the results of the selection process, the City's selection team will recommend to the Common Council for approval. The final contract must also be approved by the Common Council.

#### **4. Award of Contract.**

The City will enter negotiations with a team based on the City's selection team recommendations. Negotiations will be conducted beginning with the team ranked first. If a contract that is satisfactory to the City can be negotiated, the award will be made to that team. Otherwise, negotiations with the team ranked first will be formally terminated and negotiations will be conducted with the team ranked second, and so on until a contract can be successfully negotiated and finalized. The City reserves the right to reject all proposals submitted.

#### **G. SELECTION CRITERIA**

- Consultant's understanding, experience, and success in preparing similar plans (a maximum of 5 points).
- Quality of the description of the proposed products and methods (a maximum of 5 points).
- Ability to meet with the City on a regular and as needed basis (a maximum of 3 points).
- Experience with public participation techniques. (a maximum of 3 points).
- Quality of graphics in sample work included with the proposal (a maximum of 5 points).
- All-inclusive cost, including fees and reimbursables (e.g., travel) (a maximum of 5 points).

#### **H. SCOPE OF WORK**

##### **Task 1: Plan Initiation**

1.1 City staff will conduct contract negotiations finalizing scope/budget/schedule with the Consultant.

1.2 City and Consultant will sign the contract with the scope/budget/schedule attached. City will submit to Consultant a signed final copy of the contract.

1.3 Lead Consultant will conduct project initiation meeting via video conference with the Downtown Plan Team to review the overall work plan, desired outcomes and expectations, and timetable.

##### **Task 2: Analysis – Data**

*(Key services for Task 2 are assessment and inventory of the plan area, which includes data gathering)*

2.1 Consultant will review relevant plans and studies provided by City as well as other innovative ideas or concepts outside of what City supplies that relate to the proposed effort.

2.2 City will provide, if needed, digital map data for the Consultant to review. Maps will include the following:

- Location of the study area



- Current Zoning
- Regulatory Districts (historic districts, renewal districts, zoning overlays)
- Bike and Pedestrian Routes, if available

### **Task 3: Analysis - Community Input**

*(Key services for Task 3 are conducting broad public outreach, getting ideas and strategies from key stakeholders as well as grass roots input into the plan.)*

3.1 Consultant will participate in one guided walking tour with Downtown Plan Team members and other stakeholders. Logistics will be arranged by City and Downtown Plan Team. (This Task may be combined with Task 1.3 if agreeable to both City and Consultant. A maximum of two persons with the Consultant team should attend the walking tour unless otherwise negotiated).

3.2 Consultant will attend a maximum of six focus group meetings. City and Downtown Plan Team will be responsible for focus group make-up and meeting logistics after consultation with Consultant. Consultant will review and provide input on interview questions provided by City prior to meetings. (The number of in-person vs video conference focus groups is TBD).

3.3 Consultant will participate in a maximum of 10 confidential stakeholder interview sessions. City and Downtown Plan Team will be responsible for interview subjects and meeting logistics after consultation with Consultant. Consultant will review and modify as needed interview questions provided by City prior to meetings. (The number of in-person vs video conference meetings is TBD).

3.4 Consultant will provide summaries, via email attachment, of completed interview results to City and Downtown Plan Team prior to public workshops. (An online survey created and managed by the City and Downtown Plan Team will also be included and replies will be provided to Consultant).

### **Task 4: Visioning: Community Workshops**

*(Key services for Task 4 are facilitating public workshops or charettes that generate workable plan ideas).*

4.1 Consultant will participate, via video conference, in two meetings to plan the community visioning workshops with City and Downtown Plan Team.

4.2 Consultant will participate, in a facilitating role, with select City and Downtown Plan Team members in a maximum of two public workshops (charettes). City and Downtown Plan Team will be responsible for meeting logistics, tabletop maps, sign-in sheets, etc. Consultant shall be responsible for a brief introductory PowerPoint presentation. PowerPoint presentation will be posted on City website following conclusion of public workshops.

4.3 City will provide Consultant with workshop summary information and maps.

## **Task 5: Synthesis: Alternatives and Draft Recommendations**

*(Key services for Task 5 are interpreting results from the workshops, adding it to the analysis and other inputs to the plan, and developing key plan recommendations)*

5.1 Consultant will meet with City and Downtown Plan Team to review the results and establish common priorities established in the workshops and input sessions. Review meeting will either be a mini-charette or multiple meetings to determine the focus of the Draft Plan recommendations and create a list of final plan recommendations and projects.

5.2 City will draft Plan text.

5.3 Consultant will prepare rough draft images depicting key plan recommendations and urban design scenarios, as determined during the plan Synthesis process. Draft images may be a combination of draft sketches, maps, diagrams, and/or photos. Consultant will provide in Word any accompanying descriptive text or captions as needed.

5.4 Consultant will revise draft graphics, diagrams, and maps as needed and submit to City in an agreed upon digital format.

## **Task 6: Draft Plan**

*(Key services for Task 6 are desktop publishing, formatting of text, and graphics; proofreading for correctness and clarity.)*

6.1 City will create a Draft Plan text document and appendices (if needed). The Draft Plan will be done in Word.

6.2 Consultant will review Draft Plan and provide input.

6.3 City will submit the Draft Plan text and draft graphics to the Downtown Plan Team, Alder's, Mayor, and select City staff for review. All text edits will be performed by City. Consultant will revise graphics and maps as needed.

6.4 Consultant will create and submit a formatted Draft Plan in In-Design format for review by City and the Downtown Plan Team.

6.5 Consultant will create presentation materials for one public open house, e.g., large boards and PowerPoint presentation containing plan recommendations and illustrations, etc. City and the Downtown Plan Team will arrange meeting locations and will supply accessory materials, including sign-in sheets, written comment materials, etc.

6.6 City and select Downtown Plan Team members will produce announcement and invitation to the Public Open House.

6.7 City and select Downtown Plan Team members will conduct public Open Houses

6.8 City will post the Draft Plan / Open House images on the City website and will announce through various mediums the availability of the Draft Plan.

6.9 City will assemble and type all comments into a summary document and submit to Consultant for inclusion into Draft and Executive Summary if needed.

### **Task 7: Final Plan and Adoption**

*(Key services for Task 7 are revisions to text and graphics; production and presentation of final version of plan document.)*

7.1 Consultant will prepare the post-open house Final Draft incorporating any changes needed and submit to City. City will be the final arbiter of edits and changes.

7.2 Consultant will prepare a Final Draft plan and submit to the City and Downtown Plan Team for final review and posting on City website.

7.3 City will prepare the necessary Class 1 public hearing notices, write the necessary council ordinance for adoption, and conduct the required public hearings for Plan Commission and Common Council approval.

7.4 City will send Consultant any last changes that may have arisen during the adoption cycle.

7.5 Consultant will revise as needed and send back to City in the form of the final deliverables: One hard copy Final Plan document; One Final Plan document in PDF format; and copy of InDesign files containing the Final Plan.