

**REQUEST FOR PROPOSALS**  
For Professional Consulting Services  
West 2<sup>nd</sup> Street Redevelopment Plan

**DATE DUE:**  
4:30 p.m., Tuesday, October 5, 2021  
at the Office of the Development Services Director  
207 West 6<sup>th</sup> Street  
Marshfield, Wisconsin 54449

**REQUESTING ENTITY:**  
Economic Development Board  
City of Marshfield, Wisconsin



**CONTACT:**  
Josh Miller  
Development Services Director  
207 West 6<sup>th</sup> Street  
Marshfield, Wisconsin 54449  
(715) 486-2075  
[josh.miller@ci.marshfield.wi.us](mailto:josh.miller@ci.marshfield.wi.us)

September 15, 2021

## **I. Overview of Project**

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The City of Marshfield is requesting proposals from consultants for planning services. The project will involve preparation of a Redevelopment Plan for six blocks of West 2<sup>nd</sup> Street in Downtown Marshfield, Wisconsin. Various plans and improvements have been completed in recent years that have changed the landscape within Downtown. The 2015 Downtown Master Plan has identified this corridor as a key redevelopment component in the Downtown.

## **II. Study Area**

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The West 2<sup>nd</sup> Street redevelopment area will be the third phase of the 2<sup>nd</sup> Street Corridor project. In 2015, the first phase included converting 2<sup>nd</sup> Street from Maple Avenue to Chestnut Avenue into a more pedestrian friendly corridor. The second phase, the Wenzel Family Plaza, will be a centralized community gathering space in the heart of downtown. Completed in July of 2018, this space has been a wonderful downtown gathering space for events and entertainment. Programmed throughout the year, the Wenzel Family Plaza offers a variety of amenities for residents and downtown visitors alike. The third phase is the West 2<sup>nd</sup> Street redevelopment area. The project area is defined as follows: Veterans Parkway to the north, Central Avenue to the east, the properties abutting 2<sup>nd</sup> Street to the south (excluding the Wenzel Family Plaza), and S.J. Miller Park to the west. (Map attached)

## **III. General Community and Project Information**

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The City of Marshfield is a vibrant, small community, located in the geographical center of Wisconsin. Wisconsin Department of Administration estimates the City population in 2020 was 19,478. According to the U.S. Census Bureau, the median household income for Marshfield was \$52,615 for 2019. The community, historically impacted by rail transportation, has grown into a community now recognized for its world class medical center, Marshfield Clinic and Marshfield Medical Center, and excellent quality of life.

Downtown Marshfield is the historic center and heart of the city and region where all facets of this great city come together: retail employment, neighborhoods, arts and entertainment, education, and transportation. More than any other part of the city, the downtown defines Marshfield as a community.

Currently celebrating its 31<sup>st</sup> year as a Wisconsin Main Street Community, improvements have been made to strengthen the downtown by capitalizing on its unique assets – its historic character and function, cultural heritage, friendly and inviting businesses and people, grid street pattern, and diversity of uses and activities. City officials, business leaders, property owners and residents all recognize the importance of strengthening the

social, cultural, and economic position of the downtown for the betterment of everyone. By working together to define a collective vision for the redevelopment area, the downtown and City of Marshfield will be a more welcoming, attractive and vibrant place to live, work, shop, learn, and recreate.

#### **IV. Project Objectives**

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The project must address the following tasks and issues:

1. **Vision Plan.** A vision with a minimum of two renderings of what the area could look like once it's redeveloped should be provided in this plan. Each vision plan should include an aerial and profile view of the vision. This will be a key piece for promotion of the vision to the public.
2. **Plan Development Process.** The plan must meet statutory requirements (Urban Redevelopment and Renewal) of a redevelopment plan and the consultant shall provide direction and guidance as to the appropriate process for developing the plan so it can be implemented effectively.
3. **Stakeholder Identification.** The City will assist the consultant in identifying the potential entities and stakeholders that could be involved in the plan development process and eventual implementation. The consultant shall provide guidance as to which entities should be part of the process and what their level of involvement should be. There are a number of economic development partners in the community that will play a role in the development of the plan including but not limited to: Economic Development Board, Main Street Marshfield, Community Development Authority, and Visit Marshfield.
4. **Summary of Existing Conditions.** The project area has a variety of lot sizes, uses, zoning districts, and building types. Some of the existing uses might remain and whereas some of the facilities may be suitable to be repurposed or even razed. The plan should properly identify the age and estimated size of existing structures as well as recommendations for facilities that could remain and how they could be incorporated into the vision.
5. **Future Uses and Design.** The plan should identify desirable uses for the corridor as well as an aesthetic and building design style that would be suitable for the area.
6. **Industrial Redevelopment.** There is one factory on the State and National Historic register as well as other industrial related properties in the redevelopment area. These buildings have great potential for redevelopment and the plan should

provide options for the possible relocation and redevelopment of the factory and other industrial development.

7. Project Costs. The plan should include cost estimates for the following:
  - Land and property acquisition of the entire redevelopment area
  - Cleanup of potentially contaminated sites
  - Marketing efforts of the site
8. Phasing. The plan should include recommendations on phasing for the area, identifying which areas will likely be first to redevelop and which areas could be addressed at a later date.
9. Implementation. The plan should include recommendations on which entities should be involved in the implementation of the plan and define what their role is to see the vision through.
10. Economic Analysis. The plan should provide an analysis on the economic value for redeveloping the area that would be in line with the vision.
11. Funding Sources. The plan should also identify funding sources for all elements of the redevelopment including what incentives are going to be necessary in order to attract the kind of redevelopment identified in the vision.
12. Public Participation. The proposal should identify how public participation will be incorporated into the development of the plan. As part of the project, the City would anticipate at a minimum the following meetings\*:
  - Two (2) meetings with staff and/or Project Oversight Team
  - One (1) public feedback meeting
  - One (1) presentation of Vision Plan and Redevelopment Plan to the Plan Commission
  - One (1) presentation of Vision Plan and Redevelopment Plan to the Common Council

\*Virtual options may be available for various meetings and staff may conduct additional meetings/presentations under the direction/coordination of the Consultant.

## V. Existing Resources

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The following is a list of plans and/or improvements that have recently been adopted/implemented that impact our Downtown:

1. Appraisal of Real Estate for the City Garage – 2004
2. Marshfield Economic Development Assessment – adopted February 2011
3. Zoning Code – complete re-write became effective January 1, 2013
4. Marshfield Economic Development Action Plan – adopted May 2013
5. Sign Code – major update became effective January 1, 2014
6. Major Street Improvement Projects:
  - a. S. Central Ave. – 2009
  - b. S. Chestnut Ave. – 2013
  - c. S. Maple Ave. – 2015
  - d. 2<sup>nd</sup> St Corridor – 2016
7. Downtown Marshfield Façade Improvement Program – currently entering its 13<sup>th</sup> year.
8. Business Improvement Operating Plan – 2021
9. Tax Increment Finance District # 4 – several documents
10. Community Housing Study and Needs Assessment – April 2014 & February 2019
11. Downtown Master Plan – March 2015
12. City of Marshfield Comprehensive Plan – 2017-2037
13. Asset and Energy Management Program for the City Garage – 2018
14. Street Division Space Needs Study – 2020

*Information related to the Existing Resources listed above can be found on the City website ([www.ci.marshfield.wi.us](http://www.ci.marshfield.wi.us)) or will be made available upon request.*

## **VI. Project Schedule**

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- Release of RFP: September 15, 2021
- Deadline for submittal of proposals: October 5, 2021
- Contact short-listed Consultants: October 8, 2021
- Consultant interviews: Week of October 18, 2021
- Final selection and contract negotiation: Week of October 25, 2021
- Contract approval: November 9, 2021
- Project commencement: November 15, 2021
- Project completion: July 1, 2022

## **VII. Requirements of Submittals**

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A submitted proposal should include the following:

1. **Contact Information.** The name, title, telephone number, and e-mail address of the person in the Consultant's organization who will be responsible for responding to questions about the proposal.
2. **Project Approach.** An outline of the proposed approach to accomplish the specific tasks and objectives, and the manner in which the Consultant will work with the Project Oversight Team, Marshfield Economic Development Board, Main Street Marshfield, Marshfield Business Improvement District, Community Development Authority, Visit Marshfield, Plan Commission, and Common Council.
3. **Key Personnel.** The Consultant shall identify key personnel performing the requested work, describing the specific responsibility, degree of participation, and involvement of each professional Staff member assigned to the project along with the resumes describing relevant previous experience. This includes any sub-consultants on the project. The firm shall demonstrate that the staff assigned to the project have the capabilities to perform the full scope of services outlined in this RFP. Substitution of members of the project team of the selected consultant will not be allowed without specific written approval by the Development Services Director.

4. Project List. Provide a list of previous projects of a similar nature for clients undertaken by the firm(s) including a brief description of location, completion date, and scope of services. Contact information should include the lead person, project manager, or other individual responsible for the project, including their postal address, telephone number and email address that may be used for references.
5. Client Contact Information. Provide the name of the organization, contact name, postal address, telephone number, and email address of authorized individuals responsible for overseeing the projects listed above. For each client, provide the contact information of each individual directly involved or very familiar with the project and/or services provided.
6. Description of prior collaborative projects in the case of multi-firm proposals. A detailed description of similar projects successfully completed by the joint venture and a detailed description of results of that work. Include the name, telephone number, postal and email address of contact person for each firm who can verify the information provided.
7. Project Schedule. The project schedule should include a detailed schedule of work that is intended to be followed in order to complete the project, a description of each activity/task to be performed and the expected time frame for completion of the activity/task, including any expectations of work to be performed by City Staff.
8. Project cost by task. Project budget and cost proposal for completing the project must include a breakdown of project cost by each task for staff/team member and hours assigned to each staff/team member. As part of the cost proposal, the Consultant shall provide hourly rates, by personnel, including an itemized schedule of both labor and direct expenses, travel costs, and overhead. If the use of the sub-consultants is proposed, a separate schedule of expenses must be provided for each sub-consultant.

### **VIII. Deliverables**

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1. Vision Plan with Renderings – Provide a summary narrative along with a minimum of two different renderings of the vision for the redevelopment area:
  - a. One (1) electronic copy in Word format for the narrative
  - b. Two (2) hard copies of 32” x 42” (or similar size) final renderings on foam core

- c. One (1) electronic copy in Adobe Acrobat format in 11” x 17” size
  - d. One (1) electronic copy in Adobe Acrobat format in 24” x 36” size
2. Redevelopment Plan – Provide a complete and detailed narrative of the overall plan for the redevelopment of the West 2<sup>nd</sup> Street redevelopment area, including:
- a. One (1) bound hard copy
  - b. One (1) electronic copy in Word format
  - c. One (1) electronic copy in Adobe Acrobat format

A draft of each deliverable shall be presented to the Project Oversight Team for review, comment, and approval prior to final production of each deliverable.

All work products, regardless of format, produced as a part of this project shall become the property of the City of Marshfield upon completion of the contract. Rights to all work products, regardless of format, shall revert to the City of Marshfield upon completion of the contract.

The City of Marshfield shall remain free to copy and edit any and all work products, regardless of format, produced as part of this project. Electronic documents shall not be locked or password protected and the City of Marshfield shall retain the ability to copy and edit such documents.

## **IX. Proposal Specifics**

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1. All proposals submitted in response to this RFP will become the property of the City of Marshfield and a matter of public record. The Consultant must identify, in writing, all copyrighted material, trade secrets, or other proprietary information that it claims is exempt from disclosure. Any firm claiming such an exemption must also state in its proposal that the firm agrees to hold harmless, indemnify and defend the City and its agents, officials and employees in any action or claim brought against the City for its refusal to disclose such materials, trade secrets or other proprietary information to any party making a request therefore. Any firm failing to include such a statement shall be deemed to have waived its right to an exemption from disclosure.
2. Responses to this RFP may be modified or withdrawn by written, e-mail or facsimile notice prior to the date specified for receipt of proposals. A proposal may be withdrawn by the Consultant or its authorized representative prior to 11:00 a.m. on October 5, 2021. Telephone withdrawals are not permitted.



If the apparent best qualified firm discovers a mistake, of a serious and significant nature, in its proposal which is unfavorable prior to the issuance of a Contract, it may request consideration to modify or withdraw the proposal. The City reserves the right to reject any and all requests for correction or withdrawal of proposals received after the date shown in the specifications. In all cases, the decision of the City Council is final. A mistake in proposal will not be considered once a contract is issued.

3. The selected firm will be required to comply with all existing State and Federal laws including applicable equal opportunity employment provisions. The Contract shall also be construed and governed in accordance with the laws of the State of Wisconsin and the City of Marshfield. Consultant shall comply with all federal, state and local laws, ordinances and regulations applicable to the work. Consultant, at its own expense, shall secure all occupational and professional licenses and permits from public or private sources necessary for the fulfillment of its obligations under this Contract.
4. The City reserves the right to reject in whole or in part any and all proposals, to waive any informalities, and to accept the proposal determined to be in the best interest of the City. This solicitation may also be canceled in whole or in part if determined to be in the best interest of the City.
5. Submit One (1) copy of the proposal within a single sealed envelope or container along with a separate sealed envelope (1) containing pricing. The lower left corner of the envelope should have the following notation: "Proposal for West 2nd Street Redevelopment Plan." A PDF of the proposal should also be emailed to Josh Miller at [josh.miller@ci.marshfield.wi.us](mailto:josh.miller@ci.marshfield.wi.us).
6. Proposals should be received by **4:30 p.m. CDT Tuesday, October 5, 2021** at:

City of Marshfield  
Attn: Josh Miller, Development Services Director  
207 West 6<sup>th</sup> Street  
Marshfield, WI 54449

Respondents email addresses, telephone, and fax numbers must be included with the proposal.

All questions must be in written form and may be directed only to:

Josh Miller  
Development Services Director

Other members of the Project Oversight Committee will not respond to any questions, written or verbal. The questions, and subsequent answers, may be documented and distributed to all RFP recipients. All costs incurred in the preparation and/or presentation of the proposal shall be the responsibility of the Consultant.

The City will make every effort to administer the proposal process in accordance with the terms and dates discussed in this RFP. However, the City reserves the right to modify the proposal process and dates as deemed necessary.

## **X. Proposal Review**

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The Project Oversight Team will review all proposals received. Depending upon the response to the RFP, the Project Oversight Team may elect to invite up to four (4) firms that demonstrate substantial qualifications and experience. These firms will then be scheduled for interviews.

## **XI. Interview**

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Selected firms will be invited to partake in an on-sight, in-person interview process the week of October 18, 2021. The interview will enable your firm to present your proposal and approach to the project.

1. The Project Manager is expected to take an active part in making the presentation at the firm's interview. The Project Manager is defined as a person having day-to-day responsibility to conduct the project work or to very closely supervise the work of others working on the project. Your firm may include other key people you feel will aid in the interview process.
2. The interview will last approximately one hour. Your presentation should be limited to 30-40 minutes to allow the remaining time to be used for follow-up discussion and questions.

## **XII. Consultant Selection**

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The Project Oversight Team will consider the following criteria in evaluation of the proposals and interview presentation in making a recommendation to the Economic Development Board for final decision:

1. Projects ability to help advance efforts as identified in the "2015 Downtown Master Plan" and "City of Marshfield 2017-2037 Comprehensive Plan."

2. Past record of performance of the firm/project team on similar projects. The status of implementation of these projects will also be reviewed.
3. Quality and content of written proposal and interview presentation.
4. Specialized experience and technical competence of the firm and project team assigned including any sub-consultants and associate firms as they relate to the specific needs of this project.
5. Familiarity of the firm with local issues and potential alternatives applicable to this project.
6. Understanding of and agreement with the firm's approach and methodology to the project including the Project Oversight Committee's general feeling of confidence in the firm.
7. Ability to complete the project within the necessary time frame.
8. Ability of firm/project team to work with City staff and government officials based on proposal and interview and description of any use of City offices, materials or equipment, or other City property, if applicable.
9. Cost.

### **XIII. Award of Project**

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Receipt of proposals and subsequent award of the contract will be with the highest ranked responsible Consultant. The final scope of the project may vary from the proposal depending on needs and resources. If the City of Marshfield is unable to successfully conclude negotiations with the highest ranked responsible Consultant, negotiations will be held with the next highest ranking responsible Consultant. The contract shall then be awarded to the responsible Consultant whose proposal is determined to be the most advantageous to the City of Marshfield taking into consideration the evaluation factors set forth herein. All proposals shall be a matter of public record upon award of the contract.

### **XIV. Discussion with Responsible Offerors and Revisions to Proposals**

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As provided in the request for proposals, discussions may be conducted with responsible Consultants who submit proposals determined to be reasonably susceptible of being selected for award for the purpose of clarification to assure full understanding of and conformance to the solicitation requirements. Consultant shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals and

such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. In conducting discussions, there shall be no disclosure of the information derived from proposals submitted by competitive Consultants.

**XV. Americans with Disabilities Act Compliance**

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In connection with the performance of work under this contact, Consultant agrees that no qualified individual with a disability, as defined by the Americans with Disabilities Act, shall, by reason of such disability, be excluded from participation and the benefits of discrimination. Consultant is specifically notified that it is subject to all employment requirements listed under Title I of the American with Disabilities Act by virtue of its contact with the City of Marshfield, a public entity.

Consultant is specifically notified that it is subject to federal requirements to assure participation and access to public facilities, programs, and activities under Title II of the American with Disabilities Act by virtue of this contact with the City of Marshfield, a public entity.

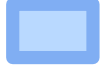



These requirements mandate separate or special programs or reasonable modification of existing programs, services, and activities without surcharge to disabled individuals as long as safety is not compromised. Consultant shall provide a similar notice to all its sub-consultants.

**END OF REQUEST FOR PROPOSALS**



# West 2nd St Redevelopment Plan Project Area

City of Marshfield  
8/20/2021

-  Project Area
-  Buildings
-  Tax Parcel
-  Parks

