

REQUEST FOR EXPRESSIONS OF INTEREST DOWNTOWN MASTER PLAN- CITY VISION 2040





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EXECUTIVE SUMMARY

Project Description:

The City of La Crosse and Downtown Mainstreet, Inc. (DMI) are soliciting Expressions of Interest (REFI) from organizations to update the City Vision 2020 Downtown Master Plan to create the City Vision 2040 Downtown Master Plan. The objective of the plan is to prepare a comprehensive update of the City Vision 2020 Downtown Master Plan including a detailed strategic implementation program that lists specific prioritized actions. Downtown La Crosse is the city’s urban center for recreation and employment and is looking to expand on its assets to build on its movement toward a 24/7/365 destination that will include additional residential, placemaking and redevelopment opportunities.

This REFI is a preliminary step in updating the Master Plan. It is an opportunity to get to know your firm better and to determine the best process to move forward, identify the best practices, and to determine the likely range of consulting costs associated with the project for budgeting purposes.

Downtown is looking to expand on our core values which are to be a community that is:

VIBRANT	A vital 24/7/365 downtown district
ENTREPRENEURIAL	Regional hub for jobs, innovation and business growth
LIVABLE	Emerging livable neighborhood with amenities
CONNECTED	Walkable, bikeable, transit oriented, and intuitive neighborhood
WELCOMING	Safe, inclusive, diverse and resilient downtown
ACTIVE	Activated riverfront, public spaces and districts

Potential Partners/Audience:

City of La Crosse Common Council and Departments, Board of Park Commissioners, City Plan Commission, Redevelopment Authority, Downtown Mainstreet, Inc, Wisconsin DOT, Wisconsin DNR, Joint City/County Board of Harbor Commissioners, La Crosse Area Development Corporation, La Crosse County Convention and Visitors Bureau, La Crosse Area Chamber of Commerce, 7 Rivers Alliance, Downtown Neighborhood Association, Washburn Neighborhood Association, Economic Development Commission, Neighborhood Revitalization Commission, Wisconsin Great River Road Committee, area developers, businesses and industries within and adjacent to the project boundary, and the general public.

SITE DETAILS

The Downtown Master Plan includes the following planning areas:

North- La Crosse River, South-Isle de Plume/ Market Street, East- West Avenue, West- Mississippi River. Additional focus areas to be taken into consideration are: Riverside North which is bordered by: North - Causeway Boulevard, South - La Crosse River, East - Copeland Avenue, West - Black and Mississippi Rivers



SUBMISSION REQUIREMENTS

The City of La Crosse and DMI seek a highly qualified firm/team to plan and execute the City Vision 2040 Downtown Master Plan document.

For this RFEI, the City of La Crosse and DMI are requesting the following from interested firms/teams:

- Letter of interest.
- Contact information for key assigned staff people
- Brief qualification statement highlighting experience with projects of similar size and complexity.
- Suggested preliminary framework/components for project by phase and task.
- Questions relative to the project parameters.
- Approximate price range for this type of work by phase and task.
- Suggested timeline.
- Availability for a firm/team briefing.

INQUIRIES AND RESPONSE SUBMISSIONS

All inquiries of the proposal shall be directed to:

Andrea Schnick
Economic Development Planner
City of La Crosse Planning Department
400 La Crosse Street
La Crosse, Wisconsin 54601
Telephone (608) 789-8321
schnicka@cityoflacrosse.org

All proposals must be received **no later than 5:00 p.m. on May 1, 2019 and sent to schnicka@cityoflacrosse.org.**

The City of La Crosse reserves the right to accept or reject any or all proposals.
The City of La Crosse is not liable for any costs incurred in replying to this RFEI.

EVALUATION PROCESS

The City of La Crosse and DMI will develop a short list of development teams from which to solicit proposals based upon the following information ascertained from the RFEI submittal:

- **Qualifications and Experience of Firm**-particularly those who demonstrate they are qualified to execute the delivery of the City Vision 2040 Downtown Master Plan.
- **Team Capacity**-those who best demonstrate their creative capacity to develop the City Vision 2040 Downtown Master Plan.
- **Reputation**-those who have a track record of successful public private partnerships built upon trust, integrity and a desire to achieve a project that is a win-win for the firm and the City.

TIMELINE

TASK	Jan	Feb	March	April	May	June
Project Scoping and Definition						
Prospective Consultant Engagement						
Discussion- RFEI Distribution						
Prepare and Refine RFP						
Project Management Team Review						
Issue RFP						

TASK	July	August	September	October	November	December
Review Proposals/Interviews						
Selection of Consultant						
Contract Review and Approvals						
Project Starts						
Master Planning Process						
Project Completed						

The Department of Planning and Development and DMI have developed the schematic timeline shown above. This timeline is a current estimate of the phases and tasks to be completed in 2019. This timeline may be adjusted pending the evaluation and negotiation with the selected firm.

DUE DILIGENCE

Prior to submitting an Expression of Interest, respondents are encouraged to review any and all publicly available sources of information regarding Downtown La Crosse, the site and the City Vision 2020 Downtown Master Plan. The following plans are available on the City of La Crosse website (cityoflacrosse.org).

- City Vision 2020 Master Plan, 2004
- City Vision 2000 Master Plan Update, 1996, 1999
- Riverside North Charrette Master Plan Report, 2014
- Hwy 53 Corridor Master Plan, 2018
- Confluence: The La Crosse Comprehensive Plan, 2002
- Project Plans and Amendments for Tax Incremental Districts 6, 11, 12, and 17
- Downtown Historic District Design Standards, 2016
- City Vision 2000 Historic Downtown La Crosse Wayfinding and Streetscape Guidelines, 1994
- La Crosse Commercial Historic District Historic Preservation Plan, 1996
- The City of La Crosse, Wisconsin, Parking Study, 1997, 2011, 2014
- City of La Crosse Arts Board Strategic Plan, 2013
- Washburn Neighborhood Plan, 2002
- Goosetown Neighborhood Plan, 2001
- Transportation Vision, 2015
- Bicycle and Pedestrian Master Plan, 2012
- South Ave Multimodal Assessment, 2018
- La Crosse Sustainability Plan, 2009
- Port of La Crosse Harbor and Waterfront Plan, 2011
- City of La Crosse Public Market Feasibility Study, 2019
- Downtown Retail Market Analysis, 2017

RESERVATION OF RIGHTS

The City of La Crosse and DMI reserve the right to:

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

NOTICE OF MODIFICATION

The City of La Crosse and DMI may post on the City's official website (cityoflacrosse.org) notices or information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this RFEI. Teams/Firms shall have the obligation to check the website for any such notices and information, and the City and DMI shall have no duty or obligation to provide direct notices to developers.

OWNERSHIP AND USE OF SUBMISSIONS

All submissions shall be the property of the City of la Crosse and they may use any and all ideas in any submission, whether the submission is selected or rejected.

FURTHER EFFORTS

The City of La Crosse and DMI may request that teams/firms clarify their submissions and/or submit additional information pertaining to their submissions. They may request best and final submissions from any team/firm and/or request an oral presentation.

NON-BINDING

The selection by the City of La Crosse and DMI indicates only an intent to continue with the selection process and/or negotiate the selection does not constitute a commitment to execute a final agreement or contract.

NON-LIABILITY

By participating in the REFI process, the team/firm agrees to hold DMI and the City of la Crosse and its officers, employees, agents, representatives, and consultants harmless from all claims, liabilities, and costs related to all aspects of this solicitation.