

# Request for Proposals

## Request for Proposals (RFP) for Professional Planning Services

### Dickinson Road/Monroe Road Corridor Retail Market Feasibility Study Ledgeview, Wisconsin

#### **OVERVIEW**

The Town of Ledgeview is seeking proposals from qualified firms to conduct a study to analyze current business patterns and future opportunities for retail, commercial, and visitor-oriented development focused on the Dickinson Road/Monroe Road Corridor. The focus of the study will be the area of Tax Incremental District Number 1 (TID No. 1). This District extends along the Monroe Road corridor from the north municipal boundary to Ledgeview Road. See included map.

#### **BACKGROUND INFORMATION**

The Town of Ledgeview is located in central Brown County, generally between the Fox River and Interstate Highway 43. Formerly named the Town of De Pere, Ledgeview is bordered by the City of De Pere to the west, the Village of Bellevue to the north, the Town of Eaton to the east, and the Town of Glenmore to the south. Downtown Green Bay is approximately 8 miles to the north.

Ledgeview combines the natural feel of a rural area with sparse development in the central and eastern portions of the Town and a suburban feel with denser development in the western portion of the Town. While agriculture has historically been the dominant land use activity in Ledgeview, its dominance is declining due to development activity within the Town. The western area of the Town is urbanized, with properties served by public sanitary sewer and water. The defining natural characteristic of the Town is the Niagara Escarpment, often referred to as "the ledge," running in a southwesterly to northeasterly direction through the center of the Town.

TID No. 1 is a mixed-use TID, and is comprised of approximately 380 acres of land that creates the gateway for the northern entry into the community. This comprises the heart of the Ledgeview at the Dickinson Road/Monroe Road (CTH G/CTH GV respectively) intersection. TID No. 1 will primarily contain commercial uses and residential, with a focus on commercial/retail/hospitality with office and residential support uses. There may be future potential for limited multi-family housing development in mixed use settings within the TID.

## **DESIRED SCOPE OF SERVICES**

### *Task 1: Market Research & Analysis*

The market research should examine conditions and potential demand for retail, dining, office, and residential uses in the district. The Study should include a comprehensive description of the local commercial sector and the competitive environment with space allocation, vacancies, lease/rental rates, current retail mix. Also, the Study should provide estimates related to sales and market penetration of existing commercial businesses in Ledgeview.

Define primary, secondary and potentially tertiary trade areas. Trade areas should be identified with consideration of population, proximity to other competing business districts, destination attractions, retail mix, store sizes and sales volumes, and actual customer data if available.

Provide the Town with an understanding of the current climate for residential opportunity (specifically mixed use) in the District. The Study should outline the market potential of the area, and provide an understanding if the can District offer a combination of housing product and area amenities that will attract a particular demographic group. The Study should outline estimates for annual market demand for housing by type—ownership or rental—and price point for purchase or lease rates.

The Study should evaluate the trade area to calculate retail market demand. Highlight the potential for each retail industry group within the Study Area and determine market share. Recommended retail sectors and specific businesses that may be considered for attraction to Ledgeview. Identification of location requirements and/or preferences for the targeted market.

Outline the demand for eating and drinking places. Break out demand and market share by format, including limited service (snack/beverage shops, fast food, fast casual), full service, and drinking establishments. Again, the Study should recommended specific businesses to attraction to Ledgeview.

Provide workforce projections for the market, along with absorption trends to determine demand for office and related uses. Highlight the projected change in workforce by occupational classification. Provide demand in square footage, based on industry averages, for development.

### *Task Two: Site Prioritization Plan*

Development of a Site Prioritization Plan will be a key implementation strategy. This element should outline the likely/potential arrangement of uses within the Study Area, and guide the Town in prioritization of site marketing, site preparation, and targeted end-user attraction. It should be noted that the plan should still allow flexibility for individual property owners to attract complementary tenants to their sites. This deliverable also should highlight measures

that Ledgeview may consider to enhance the competitiveness of Study area, or specific sub-areas/sites.

#### *Task Three: Strategies and Marketing Plan*

Development of a marketing plan outlines the strategies for the Town to pursue in recruiting businesses and developers to the district. This should include branding and marketing strategies for the study area. Reiterating from above, the plan should identify retail categories, niches, and specific users within those groupings to target for marketing. The marketing plan should identify the most appropriate means of reaching out to potential investors. Further, it should describe the collateral material required and key messaging to raise interest for the specific opportunity. A detailed implementation strategy will be outlined to provide direction for Town actions, complete with projected/typical costs for annual budgeting purposes.

#### **TOWN RESPONSIBILITIES**

- The Town staff will be responsible for the following:
- Provide existing plans.
- Print and distribute meeting materials.
- Approve release of GIS data from Brown County to the consultant.
- Provide an existing land use inventory completed summer 2015.
- Promptly respond to questions and review draft materials.
- Take responsibility for other tasks as negotiated in the final contract. Consultants should propose tasks that would be appropriate for Town staff that conserve project budget and add value.

#### **PROPOSAL SUBMITTAL REQUIREMENTS**

All proposals shall include the following minimum information:

- Description of firm.
- Qualifications of the key staff persons to be assigned and their role within the project.
- Project approach.
- Scope of work.
- Cost of services by task with a schedule of task hours and the hourly rates for personnel
- Description recent related projects with references.

Submit six (6) hardcopies copies and a PDF of the proposal no later than **April 8, 2016 at 4:00pm** to the Town Hall. Questions about this project and request for proposals shall be directed to:

Sarah K. Burdette, Clerk/Administrator  
3700 Dickinson Road  
De Pere, WI 54115  
[sburdette@ledgeviewwisconsin.com](mailto:sburdette@ledgeviewwisconsin.com)  
(920) 336-3360 x108

### **AWARD OF SERVICES**

The Town of Ledgeview will award the services in a manner that will obtain the highest quality of services at the most competitive price. The Town reserves the right to negotiate or reject any or all proposals, waive formalities, and select the firm that best meets the needs of the Town and its employees. The Town reserves the right to select and terminate any consulting firm as deemed necessary based on the needs of the Town and its employees. The Town reserves the right to request additional information during the evaluation period. The Town is not responsible for any costs associated incurred by responding to this Request for Proposals.

*Proposals will be evaluated by the Town Redevelopment Authority and Town Staff using the following criteria:*

- Experience of firm and staff in providing the requested services.
- Compliance with specifications as outlined in the "Desired Scope of Services" of this RFP.
- Reference checks.
- Cost of service.

*Tentative Process Schedule (subject to change as needed):*

- Issuance of RFP: March 8, 2016
- Closing date of RFP responses: April 8, 2016
- Evaluation: April 11-April 22, 2016
- Finalist notified: Week of May 2, 2016
- A presentation by finalists to the Town Redevelopment Authority will be scheduled.