



## **DRAFT** Request for Proposals

City of Manitowoc  
Zoning Ordinance Rewrite

Release Date: **Month, day, year**  
Proposal Due Date: **Month, day, year**

## **Notice and Instructions for Proposal Submittals**

1. Proposals must be received at the below address no later than 4:00p.m. on **insert Month day, year.**
2. Submit one digital and five hard copies to:

City Hall - Community Development Department  
ATTN: Paul Braun, City Planner  
900 Quay Street  
Manitowoc, WI 54220  
[pbraun@manitowoc.org](mailto:pbraun@manitowoc.org)

Email submittals of the digital copy are acceptable in PDF format if the file size is less than 20 MB.

DRAFT

## **A. General Request Information**

The City of Manitowoc, is seeking qualified planning and zoning consultants to undertake a complete zoning ordinance rewrite project. The new zoning ordinance must be easy to read, understandable by the public, and enforceable by the City. The project **is not** an update to the existing ordinance.

The current zoning ordinance was adopted in the 1980's with periodic corrections and additions made over the years. Parts of the code are no longer consistent and do not reflect current best practices.

## **B. General Community Information**

The City of Manitowoc (population 34,626) is a vibrant and historic community located where the Manitowoc River meets Lake Michigan on Wisconsin's eastern shore. Historically, the City's strategic location led to the creation of a thriving port in which shipbuilding and manufacturing flourished. The region's rich land and water-based natural resources complimented these industries, growing the City's population and economy.

While the nature of industry and trade has changed since the City's founding in 1836, the City's strong manufacturing base and natural resources, combined with its hardworking residents and innovative businesses, have enabled it to maintain a high quality of life. The City has further benefited from its picturesque shoreline, quality schools and safe neighborhoods, as well as strong regional connections. Manitowoc is located along major ground and water transportation corridors connecting it to regional markets, populations, and economic cores of the Midwest and beyond.

Today, the City's vision is to continue supporting and encouraging its industrial heritage, while remaining a friendly, culturally diverse, and economically vibrant community that embraces the arts and humanities, and preserves the best of small-town life on the Lakeshore including health, longevity, beauty, comfort, and safety.

The City has established a mission by which it will effectively manage public resources to enhance the quality of life for the benefit of the entire community, and will achieve this mission through innovative and dynamic leadership by:

- Fostering opportunities for economic growth.
- Protecting the safety and well-being of the community.
- Serving the needs of the community with respect and dedication.
- Embracing the arts, humanities, and cultural diversity.
- Providing a welcome atmosphere for our citizens and visitors.

In April, 2023 the City updated its Comprehensive Plan. In addition, the Downtown Master Plan was adopted in 2019 creating the need to update the zoning ordinance to support the visions of the plans and their implementation.

Manitowoc has several unique commercial and industrial areas that offer their own challenges and opportunities for a properly crafted zoning ordinance. Key areas include:

- Historic Downtown/8<sup>th</sup> Street Corridor
- Washington Street Corridor
- Calumet Avenue Corridor
- Memorial Drive Corridor
- I-43 Technology & Enterprise Campus

### **C. Project Overview and Objectives**

The general purpose of the project is the comprehensive rewrite of the zoning ordinance in order to make the ordinance consistent with the goals and objectives of the City's Comprehensive Plan.

The City of Manitowoc would like to establish zoning regulations that are more reflective of the character of newer development while preserving the historic characteristics of an older city with an historic downtown that serves a mix of office, retail and industrial uses.

The City has a desire to develop a zoning ordinance that defines regulations using a combination of text, graphics, charts, tables and images. The ordinance must ensure predictable, high-quality outcomes that are sensitive to the character of surrounding development, while allowing economic growth in areas where that growth can benefit the the community. This may include a blending of zoning districts, sub-categories within each district, and overlays that allow special uses for districts depending on the geographical location within the City.

During the Zoning Ordinance rewrite the City is planning to create an Ordinance Working Group consisting of staff from Community Development, Building Inspection, Attorney's office along with Plan Commission and Council members. The Working Group will be responsible to guide the project from beginning to end.

The City recently updated the Sign and Floodplain Ordinances so they will not be a part of this scope of work.

The new ordinance should be designed to accommodate the following document design features:

- Be easy to navigate and translate by the public, and simple to be enforced by the City.
- Be supported and enhanced with charts, graphics, images, maps, and photos. A graphic heavy, text light ordinance is a key component for the new code.
- Function on any internet or web-based public or internal facing platform.
- Clearly identify how and when uses are allowed and specifically identify when uses are not allowed.

- Designed and formatted in such a way that the document provides flexibility when desired, without constant text revision, yet there is a solid foundation for regulation.
- Interactive maps and graphics that link directly to ordinance subsections that the maps or graphics area represent are desired.
- Meet all American with Disabilities Act (ADA) requirements for accessibility and readability.

The new ordinance, at minimum, must specifically address the following:

- Simplify the land use classifications and categories removing specific uses with general land uses categories. The consultant is encouraged to propose the most up to date zoning ordinance techniques and best practices.
- Ensure that all sections of the ordinance are compliant with all federal and state laws.
- Link to the Comprehensive Plan to better demonstrate how people want to live in or use an area.
- Promote additional housing opportunities city-wide for all housing types and markets, specifically addressing accessory dwelling units, downtown living opportunities and affordable housing.
- Encourage higher quality building design, landscaping requirements and property maintenance standards.
- Update the Off-Street Parking requirements to current best practices.
- Enhance design standards that address the desired appearance of the building and site based on geographical location (industrial park, downtown, commercial corridor).
- Encourage the reinvestment and development of historic parcels and structures typically found in the original plat or adjacent neighborhoods that may be considered non-conforming but are an important piece in the City's fabric and could fill a gap in the city's housing shortage.
- Create summary sheets with graphics for each zoning district showing lot setbacks and other key lot area regulations which complement the zoning ordinance text.
- Create code language to address and encourage renewable resources such as solar, wind or geothermal and other emerging energy sources.
- Encourage a more bikable and walkable community.
- Create clear, concise and well defined permitted and conditional land uses.
- Have flexibility and a process defined for when a new or unique land use is not on any list.

#### **D. Consultant Tasks and Services**

The selected consultant is expected to perform many tasks for the development of the zoning ordinance rewrite including, but not limited to the following:

1. **Code Review:** The selected consultant shall review the existing Zoning Code and meet with staff to determine shortcomings of the current code and discuss current best practices. This should include a review of the zoning ordinance against the following measures, at a minimum:
  - Meeting and discussions with City Staff
  - Concurrency with the City's Comprehensive Plan
  - Compliance with State and Federal laws and case law
  - Overall cohesiveness and consistency
  - Enforceability
  - Workability for staff and the general public
2. **Public Outreach:** Create and implement a public participation plan that includes making presentations to and receiving input from City Staff, Plan Commission, Common Council, relevant boards and committees and the general public.
3. **Solutions and Code Outline:** Develop an outline of solutions to the problems identified in the Code Review step. Determine if elements from the original zoning ordinance can be incorporated into the rewrite text. Develop a working outline of the newly updated ordinance.
4. **Draft Code:** Complete an initial draft of the new zoning ordinance. Facilitate a process of presentation of the draft to stakeholders and the general public; ongoing refinement of the draft based on feedback from staff, stakeholders, and citizens; and tracking of all changes. Identify changes needed on the Zoning Map. Assist City staff with public outreach and explanation of the proposed changes.
5. **Maps and Graphics:** Provide maps and graphics identifying parcels with uses and structures that become inconsistent with proposed standards and zoning regulations.
6. **Legal Consultation:** Provide/obtain legal opinions regarding specific questions that arise during the process as well as a full legal review of the final draft.
7. **Adoption:** Lead presentations to the Plan Commission, Common Council, and any additional revisions requested from these meetings until final adoption of the rewritten Zoning ordinance is made by the Common Council.

## **E. Deliverables**

All items delivered as part of this project shall be the sole property of the City of Manitowoc. The consultant shall be responsible for the submittal and execution of the following:

- **Progress Reports and Research:** At minimum, the consultant shall be responsible for submitting monthly progress reports and research information to the working group.

- **Draft Ordinances/Maps:** Copies of the draft documents are required quarterly during the development stages of the project for review, presentation, and use by the Plan Commission and staff.
- **Meetings:** The consultant will be responsible for meeting with the Plan Commission for plan updates on a quarterly basis. The consultant will also meet with staff and the ordinance Working Group as the project develops on a regular basis. The number and frequency of the meetings will be determined in consultation with all parties before the project begins. The purpose of the meetings will be to establish objectives, discuss alternatives, provide direction and review progress. In addition, the consultant may be expected to attend periodic meetings of the Plan Commission and Common Council. The consultant shall detail the number of in-person and/or virtual meetings they plan on requiring during the course of the project.
- **Final Work Products:** The new zoning ordinance must be provided in both print and electronic format compatible with the City's Code Publishing platform. The consultant shall provide the following specific ordinance products:
  - One (1) electronic Microsoft Word version and PDF version of the ordinance.
  - A copy of the zoning map data that is compatible with the City's GIS System, in a format that can be edited by the City of Manitowoc staff.

The final zoning map shall be included as part of the zoning ordinance document. The City shall be provided with the following:

- All GIS data to be included with the final deliverable in the following ESRI ArcGIS formats – map package (.mpk files), map document (.mxd files), file geodatabases (.gdb file), tabular data, and any other GIS related files.

## **F. Reference Links**

Municipal Code:

<https://www.codepublishing.com/WI/Manitowoc/#!/Manitowoc15/Manitowoc15.html>

City of Manitowoc: <http://www.manitowoc.org/>

Comprehensive Plan, Downtown Master Plan & Other recent plans:

<https://www.manitowoc.org/299/Community-Plans>

## **G. Requirements of Proposals**

Consultants are asked to respond to this RFP by developing a proposal to fully meet the work associated with this project. Consultants are asked to submit a concise proposal describing their capacity to manage the project and their experience with similar projects. Samples of zoning ordinances/rewrites and public participation plans are expected. The proposals should include a clear outline of how the consultant will meet the objectives of the project.

The City of Manitowoc expects the following information to be included with the proposals:

1. **Contact Information:** Consultant's name, address, phone number, email, along with the name and signature of the authorized agent and contact person.
2. **Firm History:** Brief history of the firm, including short case studies of similar projects carried out by the firm.
3. **Project Statement:** Statement of overall project understanding and general approach to meet project objectives and tasks of the project, description and modifications or expansion of the information provided.
4. **Consultants Expectations of the City:** A list of any data, proposed use of City staff, office space, equipment, and materials or supplies that the firm will be expecting of the City.
5. **Time Schedule:** A detailed project time schedule for accomplishing the expected tasks and services, including start dates, major project milestones and anticipated completion dates. Time schedule should specifically identify how and when outreach to the public, staff, and elected officials occurs. The timeframe for project completion should be approximately eighteen (18) to twenty-four (24) months.
6. **Examples:** Demonstrate related projects that were completed for other communities that are similar to Manitowoc. Emphasis placed on projects that incorporated graphics, tables or charts within or as a supplement to a zoning ordinance should be emphasized.
7. **References:** A list of client references for whom the consultant has provided similar services including name, address, e-mail and phone number of a contact person for each reference. Indicate the type, scope and duration of the work done for each client.
8. **Project Manager Qualifications:** A statement indicating the qualifications of the key person who will be assigned as the project manager by the consultant and their responsibilities within the scope of services.
9. **Cost Estimate:** A Cost estimate of professional fees to undertake the Zoning Ordinance rewrite. The cost estimate should include labor costs, any mark-up for fringe benefits, overhead, profit and other direct expenses such as transportation, housing, printing and per diem. A breakdown of labor costs, including position, hours, hourly rates of pay, and cost should also be provided. The core project will be a lump sum contract.
10. **Per Meeting Cost:** An Estimate of per meeting costs for additional meetings beyond those described in the Scope of Services. This work will be on an as-requested/as-needed basis with the cost of the work being paid by the requesting group. The City of Manitowoc is open to video conferencing meetings.

## **H. General Selection Process**



The project Working Group will review the proposals based on the following criteria:

1. **Qualifications:** Qualifications and previous related work experience particularly related to similar sized Wisconsin communities.
2. **Understanding:** Demonstrated understanding of project objectives, tasks, and services.
3. **Price:** The proposed price/cost will be considered.
4. **Related projects:** Examples of related completed and in-progress projects.
5. **Proposal Quality:** Quality of requested submission requirements, including sample materials and proposal package.

The City of Manitowoc may select a short list of applicants to meet with the selection committee to clarify submitted proposals, provide supplemental information, confirm proposal representations and answer any questions.

## I. **Terms**

The City of Manitowoc reserves the right to accept or reject all proposals or parts thereof and reissue the RFP without stated cause. Upon selection of a consultant, the City of Manitowoc shall attempt to negotiate and reach a final agreement. If the City, for any reason, is unable to reach a final agreement with the selected consultant, the City then reserves the right to reject the selected consultant and negotiate with others.

The City of Manitowoc is not bound to accept the proposal with the lowest cost, but may accept the proposal that best meets the needs of the City.

## J. **RFP Schedule**

1. RFP Issued:
  - a. Add date
2. Questions due to the City: (sent via email [ategen@manitowoc.org](mailto:ategen@manitowoc.org) & [pbraun@manitowoc.org](mailto:pbraun@manitowoc.org))
  - a. Add date
3. Responses by City to questions:
  - a. Add date
4. Proposals due to the City:
  - a. Add date
5. Possible interviews with finalists:
  - a. Add date
6. Plan Commission Consultant Selection:
  - a. Add date
7. Common Council Consultant Selection:
  - a. Add date

**K. Project Budget**

The consultants for this project will be retained by the City. Interested parties should provide a total cost to prepare the zoning ordinance to include hourly rates and estimated expenses associated with the project.

**L. Contact and Questions**

This Request For Proposals has been distributed by the City of Manitowoc Community Development Department. All questions or inquiries concerning this RFP should be directed to:

Paul Braun, City Planner  
Or Adam Tegen, Director of Community Development  
City of Manitowoc  
900 Quay Street  
Manitowoc, WI 54220  
Phone: 920.686-6930  
Email: [pbraun@manitowoc.org](mailto:pbraun@manitowoc.org)  
[ategen@manitowoc.org](mailto:ategen@manitowoc.org)

