

Watertown Redevelopment Authority (RDA)

# REQUEST FOR PROPOSAL

Downtown River Corridor Opportunity Analysis  
and Strategic Development Plan



**CONTACT:**

Mason Becker, RDA Executive Director  
106 Jones Street  
Watertown, WI 53094

ISSUED: January 26th, 2024  
DUE: March 15, 2024 - 4:00 p.m.



THE CITY OF  
**WATERTOWN**

*Opportunity runs through it.*



# INTRODUCTION

The Redevelopment Authority (RDA) of the City of Watertown invites experienced and qualified economic development and design firms to submit proposals for the Downtown River Corridor Opportunity Analysis and Strategic Development Plan. This project aims to revitalize Watertown's Downtown River Corridor area along the Rock River, by conducting a comprehensive analysis and creating a strategic development plan that will enhance the river corridor's aesthetic, economic, and recreational potential. This work should build upon other recently completed downtown projects, such as the Bentzin Family Town Square, the renovated and expanded Watertown Public Library, and the upcoming WisDOT reconstruction of the Main Street (Cole) Bridge, anticipated for 2024. Concepts should also have a long-term and forward-thinking outlook, including toward the 2028 complete reconstruction of Main Street. Proposals should also look to maintain the nature and character of Watertown's Historic Downtown area.

The City of Watertown, Wisconsin, pop. 24,000, is located in beautiful southeastern Wisconsin, midway between Milwaukee and Madison. We are a friendly, hard-working city surrounded by lush forests and beautiful farmland. Distinct and self-sufficient, Watertown is big enough to have all the amenities you'll need, but small enough to access them in 10 minutes or less. Watertown is truly a wonderful place to live, work, dine, shop, play, and do business! It's a genuine American hometown.

## TIMELINE

Activity	Deadline
Request for Proposal (RFP) posted and available	Jan. 26
Proposals Due	Mar. 15
Award Notice	Mar. 29
Project Kick-off	Apr. 12
Project completion date	Sept. 15



# REQUIREMENTS AND SUBMISSION

## PROPOSAL REQUIREMENTS

The proposal should include the following elements:

- 1. Project Approach:** Provide a detailed methodology outlining how the firm plans to approach the project, including a timeline for each phase. A list of specific deliverables should also be provided.
- 2. Team Qualifications:** Share the qualifications and experience of the proposed project team, including one-page resumes of key personnel involved in the project.
- 3. Past Projects:** Provide a portfolio of similar projects conducted by the firm, emphasizing their impact and outcomes.
- 4. Cost Proposal:** Present a clear and itemized cost proposal for the entire project, including any potential additional costs, reimbursables, and expenses. Hourly rates for staff expected to work on the project should also be included, if applicable.
- 5. References:** Include references and contact information from previous clients who can speak to the firm's ability to deliver high-quality work.
- 6.** Submitted proposals should be no more than 15 pages in length.

## PROPOSAL SUBMISSION

Interested firms should submit their proposals in electronic format to [mbecker@watertownwi.gov](mailto:mbecker@watertownwi.gov) by the submission deadline. Additionally, five hardbound paper copies should be submitted to "Watertown RDA, 106 Jones St, Watertown, WI 53094." All proposals must be clearly labeled as "Downtown River Corridor Opportunity Analysis and Strategic Development Plan Proposal."

## EVALUATION CRITERIA

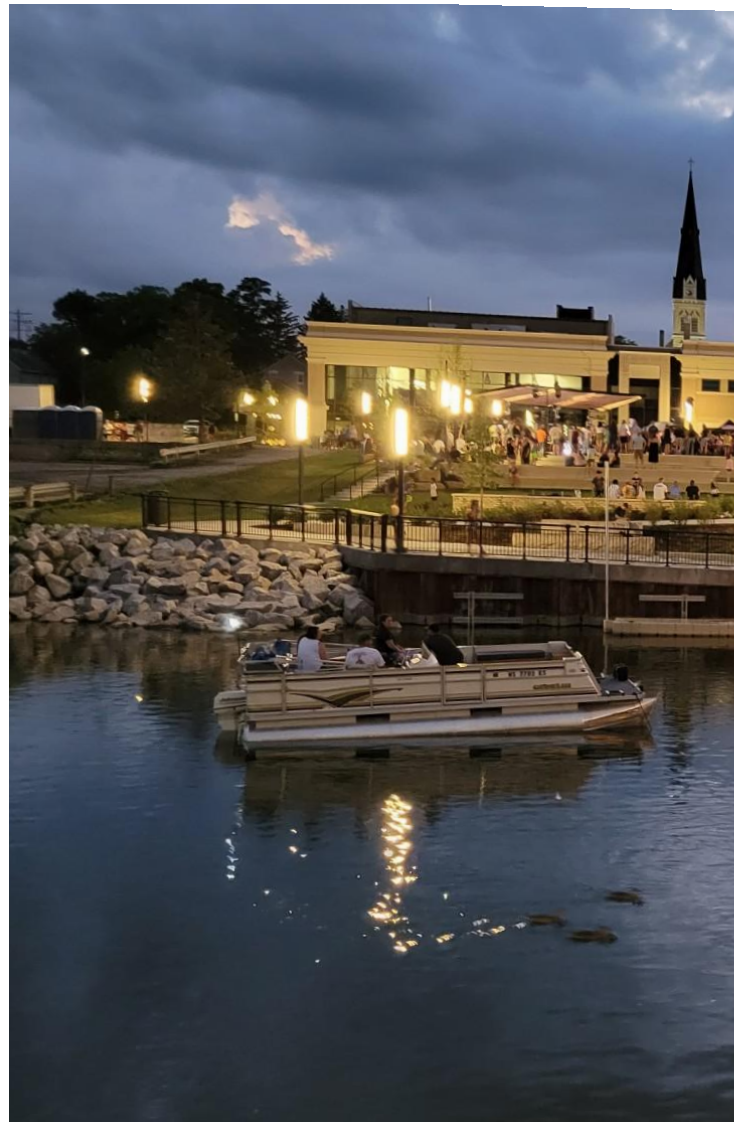
Proposals will be evaluated based on the following criteria:

1. Qualifications and experience of the firm and project team.
2. Demonstrated success in similar projects.
3. Methodology and approach.
4. Cost proposal.
5. References.

## QUESTIONS AND CLARIFICATIONS

Any questions or requests for clarification regarding this RFP should be submitted in writing to Mason Becker at [mbecker@watertownwi.gov](mailto:mbecker@watertownwi.gov) by February 23, 2024. Attempts to lobby for approval may result in disqualification.

The Watertown RDA looks forward to receiving proposals from experienced and innovative economic development and design firms interested in contributing to the revitalization of our Downtown River Corridor. We anticipate that the selected firm will play a pivotal role in enhancing the area's appeal, creating new economic opportunities, and improving the overall quality of life for our community.





# PROJECT DETAILS

The selected firm will be responsible for the following key components:

**Opportunity Analysis:** Perform a comprehensive analysis of the Downtown River Corridor area (defined as encompassing the riverbank on both sides of the downtown area between the Milwaukee Street Bridge and the Cady Street Bridge, including Fannie P. Lewis Park and the former Breslow's and Johnsonville sites on the north end), as well as an approximate two-block area extending east and west from either side of the Rock River. Analysis should identify potential redevelopment sites, evaluate current infrastructure, and assess economic opportunities. (see map at end of this packet showing approximate coverage area). Potential sources of funding for specific projects should also be identified and outlined.

**Riverwalk Layout Design:** Incorporate engineering design work for a Riverwalk conducted by Ayres in 2016 as a basis. Include visual renderings and suggested amenities along the Riverwalk. Environmental concepts/needs under item #5 should be incorporated into this, along with items 3 and 4. Minimum design standards for areas along the Rock River should also be detailed. Possible private/public utility issues, obstructions, or relocations should also be identified.

**Amenities Enhancement:** Propose enhancements to amenities such as green spaces, seating areas, lighting, and public art installations to create an inviting and vibrant riverfront experience.

**Docks and Waterfront Facilities:** Evaluate the current seawall, dock opportunities, suggest improvements, and propose the construction of new facilities to accommodate recreational activities, events, and potential commercial use.

**Identify Environmental Issues/Solutions:** Evaluate environmental constraints to the proposed development. This includes riverbank stabilization, stormwater/green infrastructure needs/requirements, and potential floodplain impact assessments. This evaluation should include DNR and City permitting requirements (i.e., Wis. Stat. 30, Wis. Admin. Code NR 116, Municipal Code 288) for environmental actions, as well as identify additional cost (i.e., engineering, etc.) for compliance.

**Public Engagement:** Facilitate at least one, but no more than two, public engagement sessions to gather input from the community and stakeholders, ensuring that the plan aligns with the aspirations of the residents and businesses.

**Redevelopment Sites and Suggested Uses:** Work with the RDA and City staff to identify specific redevelopment sites along the Downtown River Corridor and provide recommendations for potential uses, including commercial, residential, recreational, or mixed-use. Such uses could include multifamily residential developments, hotels, food & drink establishments, retail shopping, etc. Example visual renderings should be included.

**Final Report:** Create a final, finished "Downtown River Corridor: Opportunity Analysis and Strategic Development Plan" document, incorporating all the above, which will be available as both a printable and publicly available web document. This final product will be used to show future planning for the Downtown River Corridor and made available to interested businesses, developers, and other stakeholders, as well as the public.



# DECLARATION AND ADDITIONAL INFO.

## DECLARATION AND ADDITIONAL INFORMATION

The City's Rights Pertinent to this Solicitation

1. The City reserves the right to reject all submittals for any legally permissible reason without indicating the reasons for rejection.
2. The City reserves the right to amend this RFP by addendum. The City is bound only by what is expressly stated in this RFP and any authorized written addenda to be posted on the City website.
3. The City accepts no financial responsibility for any costs incurred by the respondent during any phase of the selection process. All submittals shall become the property of the City (except for items marked CONFIDENTIAL) and may be used in any way deemed appropriate.

## WITHDRAWAL OF SOLICITATION

The City reserves the right to withdraw this RFP at any time without prior notice and makes no representation that any agreement will be awarded to any respondent. Additionally, the City expressly reserves the right to postpone opening responses to this solicitation for its own convenience, and/or to waive any informality or irregularity in the responses received.

## CONFIDENTIALITY

All submittals in response to this RFP are considered confidential until the City makes a selection, at which time the submittals will become public information and available to the public for review. However, the financial capacity information portion of each submittal will be treated as confidential and will not be available for public review at any time.

## EXAMINATION OF SOLICITATION

The respondent understands that the information provided in this RFP is intended solely to assist the respondent in preparing a submittal. To the best of the City's knowledge, the information provided is accurate. However, the City does not warrant such accuracy, and any errors or omissions subsequently will not invalidate this RFP.

## CONFLICT OF INTEREST

Respondents must comply with the requirements imposed by all applicable federal, state and local laws, including those pertaining to conflict of interest. All members of responding development teams must disclose any and all circumstances that could give rise to any potential conflict of interest or appearance thereof with its participation in the project with the City, and its agents, representatives and consultants.





# STUDY AREA MAP



The map of the proposed Downtown River Corridor study area shows the general area to be included. The borders shown are not exact.