

Economic Development Committee
STAFF REPORT
Agenda Item: O'Malley's
Date: September 2, 2014



Background:

On July 17, 2014 the Economic Development Committee voted in favor of a Development Agreement between the City of Wausau and the O'Malley Automotive Group. The Development agreement authorized financial incentives and a donation of 3.66 acres of property to facilitate the construction of a new Honda showroom and service center and to upgrade the existing Cadillac facility.

Issues have arisen with the land transfer, which has stalled the project. The 3.66 acre parcel in question is currently owned by the DOT, part of a 6 acre parcel the City agreed to accept via a Jurisdictional Transfer Agreement at the July 8, 2014 Common Council meeting. Language in the JTA references utilizing the parcel for a dog park. After the July 8 Council Meeting, the City Attorney requested the DOT strike such language referencing the dog park. At that time, the DOT advised staff that the surplus land statute does not allow the DOT to give land away for private development, despite previous email documentation indicating otherwise.

The DOT is in the process of appraising the parcel. In order to move the project forward, the City of Wausau or the O'Malley's must purchase the parcel. Time is of the essence for the O'Malley's to complete their expansion.

**RESOLUTION OF THE CAPITAL IMPROVEMENTS & STREET
MAINTENANCE COMMITTEE**

Approving Jurisdictional Transfer Agreement for Surplus Right-of-Way Property – STH 52 and STH 29 from the Wisconsin DOT

Committee Action: Approved 5-0

Fiscal Impact: Future maintenance of the storm water pond will be the responsibility of the City. The City will also be required to relocate the fence depending on any additional use that may happen on the property.

File Number: 01-0842

Date Introduced: July 8, 2014

WHEREAS, in 2006 the Wisconsin Department of Transportation realigned the STH 52 connection to STH 29, west of USH 51 for the good and in the interest of the traveling public; and

WHEREAS, in 2008 through 2010, the State reconstructed the USH 51/STH 29 west interchange for the good and in the interest of the traveling public; and

WHEREAS, Section 84.02(8), Wisconsin Statutes, enables the State to enter into jurisdictional transfer agreements with local units of government, thereby facilitating such jurisdictional alterations in roadway systems; and

WHEREAS, the STH 52 realignment and USH 51/STH 29 west interchange reconstruction projects created three surplus right-of-way parcels owned by the State along Stewart Avenue, between Terrace Court and 28th Avenue; and

WHEREAS, two of these surplus parcels were sold by the State to private entities and are developed or being developed; and

WHEREAS, the City of Wausau is interested in the third surplus parcel located southwest of the STH 52/Stewart Avenue intersection for future development; and

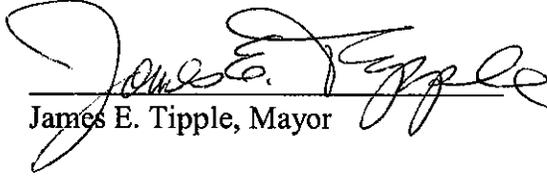
WHEREAS, this parcel contains a storm water pond that was constructed with the STH 52 realignment project; and

WHEREAS, in January 2005, within a Memorandum of Understanding between the City and State for storm water management, as part of the USH 51/STH 29 Corridor Improvement Project, the City agreed to take ownership of and maintenance responsibility for this pond with the development of the two surplus right-of-way parcels along Stewart Avenue, between STH 52 and 28th Avenue; and

WHEREAS, your Capital Improvements and Street Maintenance Committee met on May 8, 2014 to review the Jurisdictional Transfer Agreement and recommends it be approved (a copy of which is attached hereto and incorporated herein by reference); now therefore

BE IT RESOLVED the Common Council of the City of Wausau does hereby authorize and direct the proper City officials to execute the documents with the Wisconsin Department of Transportation to formalize the Jurisdictional Transfer Agreement for Surplus Right-of-Way Property – STH 52 and STH 29.

Approved:


James E. Tipple, Mayor

**DRAFT JURISDICTIONAL TRANSFER AGREEMENT
SURPLUS RIGHT-OF-WAY PROPERTY – STH 52 and STH 29
CITY OF WAUSAU, MARATHON COUNTY**

WHEREAS, in 2006, the Wisconsin Department of Transportation, hereinafter called the State, realigned the STH 52 connection to STH 29, west of USH 51 (state project #1166-10-71), in the City of Wausau for the good and in the interest of the traveling public; and

WHEREAS, in 2008 through 2010, the State reconstructed the USH 51/STH 29 west interchange (state project #1166-11-75) in the City of Wausau for the good and in the interest of the traveling public; and

WHEREAS, Section 84.02(8), Wisconsin Statutes, enables the State to enter into jurisdictional transfer agreements with local units of government, thereby facilitating such alterations in roadway systems; and

WHEREAS, the STH 52 realignment and USH 51/STH 29 west interchange reconstruction projects created three surplus right-of-way parcels owned by the State along Stewart Avenue, between Terrace Court and 28th Avenue; and

WHEREAS, two of these surplus parcels (located between STH 52 and 28th Avenue) were sold by the State to private entities and are developed or are being developed; and

WHEREAS, the City of Wausau, hereinafter called the City, is interested in the third surplus parcel (located southwest of the STH 52/Stewart Avenue intersection) for the development of a municipal dog park; and

WHEREAS, this parcel contains a storm water pond (Pond D) that was constructed with the STH 52 realignment project; and

WHEREAS, in January 2005, within a Memorandum of Understanding between the City and State for storm water management (state project #1166-02-00), as part of the USH 51/STH 29 Corridor Improvement Project, the City agreed to take ownership of and maintenance responsibility for this pond with the development of the two surplus right-of-way parcels along Stewart Avenue, between STH 52 and 28th Avenue; and

THEREFORE, BE IT RESOLVED, the parties hereto do mutually agree to the transfer of ownership of the parcel described below and under the conditions described within this agreement:

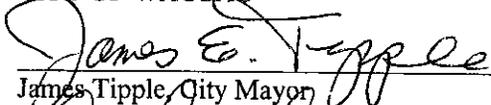
Property	STH 52/STH 29 - Surplus Right-of-Way Parcel
Location	Southwest of the intersection of STH 52 and Stewart Avenue and north of STH 29, in T29N, R7E, Section 33, City of Wausau.
Size	6.1 acres
Receiving Jurisdiction	City of Wausau

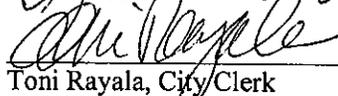
1. THE STATE WILL:
 - A. Execute a quit claim deed to the City, transferring ownership of the surplus right-of-way parcel described above.

- B. Provide plats to the City for the transferred parcel.
 - C. Retain all current access control rights along STH 29, STH 52, and Stewart Avenue. One access driveway along the southside of Stewart Avenue will be allowed to the transferred parcel, which will be located no closer than 375 feet west of the STH 52 intersection.
 - D. Provide as built plans to the City for the storm water pond located on the transferred parcel.
2. THE CITY WILL:
- A. Accept the surplus right-of-way parcel described within this agreement.
 - B. Agree with the State's access control restrictions as described in Item 1C.
 - C. Move the chain link fencing on the transferred parcel to the new right-of-way lines along STH 29 and STH 52. This fencing will be installed to meet all state standards as described in Section 616 of WisDOT's current Standard Specifications document. The City agrees to work with WisDOT North Central Region maintenance staff to make sure all standards are met.
 - D. Accept ownership of and maintenance responsibility for the storm water pond located within the transferred parcel.

BE IT FURTHER RESOLVED, the effective date of this agreement shall be upon approval and signing by the State and City.

CITY OF WAUSAU


James Tipple, City Mayor


Toni Rayala, City Clerk

Date: 7-9-14

STATE OF WISCONSIN

Russ Habeck, Director
WisDOT North Central Region

Date: _____



Background:

The City of Wausau continues its work with consultant, Stantec, to prime Wausau's east riverfront district for development. Current projects under works include:

- Remediation of Hammerblow site
 - Bids are open
 - Work scheduled to begin mid-September
- Daylighting of Stenchfield Creek
 - Site construction currently taking place – completed by September 30
- Extension of 1st Street
 - Street Design under review by City of Wausau
 - Intend to bid the construction in February 2015
- Completion of wharf
 - Stantec is in the design process
 - Construction in 2015
- Completion of Rivers Edge Trail
 - Scheduled for 2015
- Removal of WPS power lines
 - Removal to take place December 2014 – January 2015
- Area-wide Planning Grant
 - Open House held July 2016 – results included
 - Stantec develops implementation plan – September 2015
 - Prepare plan documents – October 2015
 - City Council Presentation – Fall 2015

Multiple developers have expressed interest in building office, residential, and commercial sites.

Brad,

I wasn't sure if you have gone through the effort of counting up stickers from last week's open house. So, I've attached my tally of votes based on photos I took just before the open house finished.

When it comes to activities in the district, the big winners are attending events, dining, shopping, running/biking, and playing. Nearly 100% of the respondents were either very likely or somewhat likely to do those activities. Live in the district and work in the district were not as popular. However, nearly half of the respondents indicated that they would be very likely or somewhat likely to do those things as well. Furthermore, given the amount of personal investment living or working in the district is compared to simply visiting it, I think that is a very impressive result.

Regarding the preference for type of dining environment, no one image ran away with the prize. However, the CGI image was clearly too difficult for persons to identify with and thus did not get many votes.

In terms of living environment, the lower density townhome options received the most votes, though a couple of the more dense multistory options received some strong numbers as well.

Preferences for recreational activities skewed strongly toward events or trails along the waterfront. I suppose it is no surprise that a picture of a concert would rise to the top since we held the open house during a popular concert event. Kayaking, biking, and a skate trail also garnered a good number of votes.

The big surprise to me was that Concept B was the overwhelming favorite (93% of votes), especially since both concepts were relatively similar with only a few differences. Either early voting really swayed people's opinions or the subtle differences resonated with folks.

You have the comment forms. So, whenever you or your intern gets around to transcribing them, if you could send them along to us, we will make sure they get included in the report. The next step at this point will be to evaluate the comments from the open house and the website and determine how they could or should influence the concepts.

Jay Demma

Senior Planner
2335 Highway 36 West
St. Paul, MN 55113-3819
Phone: (651) 967-4551

Comment Cards – East Riverfront Redevelopment Community Open House
July 16, 2014

Name	Comment	Email
	<ul style="list-style-type: none"> • Polka bands on a special night please! Thank you • Outdoor cafes with overhead heaters • Hydrobike rentals on water from bar to bar • Pedal bikes on downtown streets 	
Wes Ebert	<ul style="list-style-type: none"> • Housing is critical. • My 24 yr old son just got a job downtown & there isn't much available at market rates – he wants to live & work within walking distance. 	
Bill Greenwood	<ul style="list-style-type: none"> • The sooner the better, great project. 	
Pat Roberts	<ul style="list-style-type: none"> • Beautiful! • Do not forget the seniors. I am presently looking for housing and would love to live here. • Retired people have time to enjoy the outside features of their development and also like to be within walking/biking distance from downtown. • It should not be for the young or old mix it up. 	roberts.pat9@gmail.com
Jane Welter	<ul style="list-style-type: none"> • Plans look great! I hope there will be townhomes/condos with garages for middle class people that don't qualify for all the low income housing so far. Think – these are people with disposable income to spend in restaurants and downtown shops. Specifically, we would like a townhome with attached double garage. Minneapolis has many good examples, walking distance to downtown, St. Anthony Main or Uptown shopping districts. 	
	<ul style="list-style-type: none"> • Looking forward to the completion of the walking trail. 	
Tanice Finnegan	<ul style="list-style-type: none"> • Just wanted to say thanks for having taxpayer input & a wealth of fabulous ideas. Wausau is a gem in Wisconsin; I am so pleased that our family found this as home. We are so amazed @ the beauty & care of this Greater Wausau area! 	Joefinnegan1@charter.net
	<ul style="list-style-type: none"> • I would like to see more middle class rental/condos because we already have enough low income and to attract those with more disposable income. • Also – how about a grocery store? 	
Mary Lucareli	<ul style="list-style-type: none"> • I'm one of those people that uses the river trail about five times a week. My family and I bike, run, walk from the time the snow melts till it freezes up again. I can't wait until the trail is expanded. 	
Pat Olsen	<ul style="list-style-type: none"> • I would like to see sr housing in the area & even further along – an assisted living area & common lodge/activity area to bring seniors who want a walkable place to live. • + to help integrate all levels of age populations in downtown. 	olsenriver@pcpros.com
	<ul style="list-style-type: none"> • Bike polo court 	

	<ul style="list-style-type: none"> • Tennis • (flat area) • Tetherball 	
Chris Frost	<ul style="list-style-type: none"> • For housing, avoid low income housing. It should be upscale, premium housing. 	
Samantha Thompson	<ul style="list-style-type: none"> • I believe the riverfront development plan will be a great way to attract many individuals to the area. I do believe it will be key to make/have features that will appeal to young professionals, and it will be key to create enough appeal that they stay in the area. Young professionals will be the next upcoming generation that will help sustain our local economy! Thank you for all you do for our community! 	samanthalstompson@gmail.com
	<ul style="list-style-type: none"> • “400 Block” – This concept does NOT appear to be placed into this design. Where are the people movers, the enclosed places for inclement weather? Too much surface parking – more ramps, more open spaces, a major emphasis needs to be placed on waterfront activities & the winter season (since it is about ½ of your year) 	Tonybee686@hotmail.com
Aaron Kapellusch	<ul style="list-style-type: none"> • This is a very important initiative for our future. We need to take time to plan this out right & our organization along with our young professional group would like to lend assistance. • Our future depends on the outcome of this project. Please contact me so that we can lend a hand. 	Pres./CEO of Wausau Region Chamber of Commerce ak@wausauchamber.com
	<ul style="list-style-type: none"> • Beautiful plans! • I do, however, strongly object to more low income housing in the downtown area. I have many friends & acquaintances that would move downtown right now if reasonable (200,000-300,000) condos were available. They would not move to partial low income housing. We need tax dollars to support the proposed plans, people that have money to spend on restaurants and in the shops – people that can afford the kayaks/canoes etc. to support and use the riverfront. • I believe more low income housing will be the beginning of a Wausau ghetto. I am sorry that sounds so nasty – but. 	
Justin Carstensen	<ul style="list-style-type: none"> • I love that Wausau has a big city downtown with a small town feel. When the Dudley Tower was built, I was excited. What I would like to see is a few more towers. Have them a mixed use. Apartments, office, retail, etc. add to the Wausau skyline while adding parks and other features on the ground. Build up, not out. Parking garages instead of lots. 	

SURVEY: What Would You Like to Do in the District?

A variety of uses are being proposed for the District. Weigh in on how likely you would be to do the following:

(Directions: For each activity, place one sticker in the box of your choice)

Activity	Very Likely	Somewhat Likely	Not Likely	Not at All Likely	Don't Know
Live in the District (76)	20 (26%)	17 (22%)	8 (11%)	30 (39%)	1 (1%)
Work in the District (63)	22 (35%)	12 (19%)	11 (17%)	16 (25%)	2 (3%)
Shop in the District (75)	56 (75%)	18 (24%)	1 (1%)	0 (0%)	0 (0%)
Dine in the District (82)	71 (87%)	11 (13%)	0 (0%)	0 (0%)	0 (0%)
Attend an Event in the District (80)	71 (89%)	9 (11%)	0 (0%)	0 (0%)	0 (0%)
Run/Bike through the District (80)	56 (70%)	18 (23%)	3 (4%)	3 (4%)	0 (0%)
Play in the District (e.g., ice skate, access river, use playground, etc.) (77)	53 (69%)	23 (30%)	1 (1%)	0 (0%)	0 (0%)

Tell Us What Would Inspire You in a Redeveloped East Riverfront District

DINING: If you were to dine in the East Riverfront District, which image would inspire you to visit the most? (Place **one** sticker next to your favorite image)
129 RESPONSES

LIVING: If you were to live in the East Riverfront District, which image would inspire you the most? (Place a sticker next to your **two** favorite images)
134 RESPONSES



27 (21%)



22 (16%)



3 (2%)



45 (35%)



17 (13%)



18 (13%)



36 (28%)



7 (5%)



10 (7%)



19 (15%)



45 (34%)



12 (9%)



2 (2%)

Tell Us What Would Inspire You in a Redeveloped East Riverfront District

PLAYING: If you were to play in the East Riverfront District, which image would inspire you to visit the most? (Place a sticker next to your **three** favorite images)
277 RESPONSES



23 (8%)



46 (17%)



21 (8%)



28 (10%)



45 (16%)



23 (8%)



7 (3%)



5 (2%)



7 (3%)



7 (3%)



3 (1%)



36 (13%)



20 (7%)



6 (2%)



0 (0%)

DRAFT CONCEPTS

Place a sticker next to the concept you prefer

4 VOTES
(7%)



56 VOTES
(93%)



Shared Elements of both Concepts:

1. 1ST Street extension will connect the East Riverfront to the downtown and remainder of the City
2. New river trail will link to existing trails north and south of the site and provide connections into the site
3. New commercial and residential buildings oriented to the river and a restored creek will take advantage of waterfront views
4. Mixture of uses will stimulate activity and create economic development opportunities
5. Programmed open space will serve as year-round amenity for residents and visitors
6. Opportunity to extend Fulton Street into the project site and connect to the river

**City of Wausau, Wisconsin
Request for Proposals
Wayfinding System
Development and Design**



City of Wausau
407 Grant Street
Wausau, WI 54403
Ph: 715-261-6683

Proposal Due Date: September 30, 2014

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REQUEST FOR PROPOSALS

Dated: September 2, 2014

The City of Wausau is seeking a response to this Request For Proposals (RFP) from environmental graphic design consultants for the development of a comprehensive wayfinding signage program (complete with an engineering study outlining signage placement) and system design.

Proposals, in accordance with the specifications and scope of work below, will be accepted until September 30, 2014

GENERAL INFORMATION

The City of Wausau reserves the right to accept or reject any or all proposals and to accept only those proposals that are in the best interest of the City.

There is no expressed or implied obligation for the City to reimburse responding firms for any expenses incurred in preparing responses to this request. To be considered, one (1) original (so marked) and twelve (12) color copies of the response must be received prior to the due date and time. Proposals will not be accepted via fax or email. Vendors accept all risk of late delivery of mailed proposals regardless of instance or fault.

During the evaluation process, the City of Wausau may request additional information or clarification from responders, or allow corrections of errors or omissions. At the discretion of the City, individuals submitting responses may be invited to the community for a tour and in-person interviews as a part of the evaluation process.

The City reserves the right to retain all responses and to use any ideas included in a response regardless of whether that response is selected. Submission of a response indicates acceptance by the firm of the conditions contained in this Request For Proposals (RFP), unless clearly and specifically noted in the response and confirmed in the contract between the City and the firm selected.

The prospective consultant certifies by submission of their proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any Federal, state or local department or agency.

INTRODUCTION AND BACKGROUND

In 2008, the Wausau Convention & Visitors Bureau enlisted the services of Roger Books and Destination Development, Inc. to conduct a community assessment of the Wausau area. The assessment provided an unbiased view of the community from the perspective of a visitor. A primary recommendation for the area was the development of a comprehensive wayfinding signage system that would effectively assist visitors in navigating to and among Wausau area destinations. The recommendation was met with enthusiasm from municipalities and community leaders. However, the economic downturn shifted priorities away from the project.

PROJECT OVERVIEW AND SCOPE

The first objective of this project is to develop a comprehensive wayfinding system map that, when installed, will assist visitors and community members in identifying and navigating to and among Wausau's destinations and amenities.

The second objective is to develop a comprehensive wayfinding signage system design that provides a cohesive identity for the area while maintaining the unique identity of Wausau. In future years, we anticipate surrounding municipalities implementing a similar program.

The selected bidder will oversee the development and design of this wayfinding project. Once awarded, the contractor will be responsible for all work surrounding the successful deployment of this project, including, but not limited to:

1. Perform a detailed assessment of the City, traffic flow and key tourism destinations to develop a master map for vehicular wayfinding and, where necessary, for pedestrian wayfinding.
2. Conduct an engineering study to determine where each sign may be placed so as to ensure compliance with municipal standards and WI DOT regulations.
3. Develop detailed wayfinding map.
4. Develop wayfinding system design. The design should consist of a minimum of two design concepts for consideration. Accompanying these designs should be design guidelines and standards to aid consistent fabrication and installation.
5. Create construction documents, shop drawings, engineering plans and/or the like to ensure that the existing design is functionally sound.
6. Present periodic summary reports to the City of Wausau
7. Recommend materials that may better serve the function of the signage while being considerate of the existing design.

MINIMUM REQUIREMENTS

In order to be considered for award of this RFP, each vendor must meet these minimum requirements:

1. Developed multiple multi-city systems and designs.
2. Provide at least one (1) written reference from an existing or former client in the past 3 years.
3. Have worked with WI DOT and understand the requirements for placement of signage on State roadways.
4. Complete this RFP and submit their response by the deadline.

REQUEST FOR PROPOSALS

Responses to this RFP should be provided in the following numbered format as listed below.

1. Provide a brief description of previous work with municipalities and WI DOT and specifically experience with environmental graphic design, identity and brand development, destination marketing and wayfinding.
2. Explain past experience as a consultant and provide three references from past contract work.
3. Describe the general project approach that would be employed to complete the project.
4. Provide a cost proposal associated with each part of the work specified.
5. Provide next steps for future phases of the City of Wausau Wayfinding project with recommendations for the fabrication and installation phases.

CONSULTANT SELECTION PROCESS

A Selection Committee made up of City of Wausau staff, officials and citizens will evaluate Proposals/Bids. The Selection Committee will consider the overall quality of each vendor's submittal and how well their proposed project strategy meets the needs of all interested parties. The following categories will be considered in the selection of the qualified vendor. In the event that 2 or more vendors are deemed equally qualified the Selection Committee will host interviews with said vendors to make their final decision.

Overall quality of the Vendor's proposal/bid
Ability to meet the desired schedule
Vendor's current workload
Comprehensive address of the "Scope of Services"
Past work and references
Pricing for products and services
Industry experience

The final selection of the most qualified vendor will be carried out by the Selection Committee. The City reserves the right to reject any and all proposals.

SUBMISSION OF PROPOSALS

The original and twelve (12) color copies of each individual's proposal must be submitted by 5:00 P.M. on ***Tuesday, September 30, 2014.***

Please submit proposals to the address below:

City of Wausau
Community Development Department
Attn: Megan Lawrence
407 Grant Street
Wausau, WI 54403

Proposals submitted by fax or e-mail will not be accepted.

For questions regarding this Request for Proposals, please contact:
Megan Lawrence
Economic Development Manager
City of Wausau
407 Grant Street
Wausau, WI 54403
715-261-6683
Megan.lawrence@ci.wausau.wi.us