



Request for Proposals

City of Manitowoc
Sign Ordinance Update

Release Date: February 14, 2020

Due Date: March 13, 2020

Submit Proposals to:

Adam Tegen
Community Development Director
City of Manitowoc
900 Quay Street
Manitowoc, WI 54220
920-686-6930
ategen@manitowoc.org

City of Manitowoc RFP – Sign Ordinance Update

Overview of Project

The City of Manitowoc is requesting proposals from consultants for planning services consisting of an update to the City’s Sign Ordinance. Specifically, the project will involve the preparing of a new City Sign Ordinance, removing the current sign regulations from the zoning code to establish a new chapter of the municipal code, preparing and/or revising related application forms, and ensuring compliance with Reed v. Town of Gilbert, 135 S. Ct. 2218 (2015). In addition, the new Sign Ordinance must be consistent with and support the goals of the City’s Comprehensive Plan and Downtown Master Plan.

The current Sign Ordinance ([Section 15.450 of the Municipal Code](#)) has not been comprehensively updated in several decades and does not reflect best practices. Further, the City desires to separate the sign regulations from the rest of the current zoning regulations found within Chapter 15 of the Municipal Code.

The City of Manitowoc is looking to create new regulations that adequately address the variety of land uses, neighborhoods, and corridors that currently exist as well as those planned for the future. Key aspects of a new ordinance will include:

- Streamlining the regulations
- Content neutrality
- Discouraging disproportionately large signs and encouraging signs that complement the surrounding environment
- Clear and controlled temporary sign restrictions
- Extensive use of graphics and charts within the ordinance to aid understanding
- Creative ways to encourage updating existing signs to the new standards
- Downtown sign design review procedures

General Community Information

The City of Manitowoc (population 33,376) 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

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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.

Adoption of the Comprehensive Plan in 2009 and the Downtown Master Plan in 2019 have created the need to update the sign regulations 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 properly crafted sign regulations. Key areas include:

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

Scope of Work/Minimum Requirements

A. Public Participation Process

The City of Manitowoc has conducted initial public meetings and outreach to help identify expectations and issues. As a result, upfront information gathering meetings are not required or expected. However, the Consultant shall outline a limited public participation process consisting of at least one public meeting to discuss the draft regulations as well as an expected working group to define the draft regulations.

B. Public Hearing Draft

After City staff, the Planning Commission, and public consideration and evaluation of the discussion draft, the Consultant shall prepare a public hearing draft Sign Code. In addition, the Consultant shall prepare an executive summary explaining the public

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hearing draft and changes from the discussion draft and map, including the rationale for such changes.

C. Sign Code Adoption and Implementation

After the public hearing, the Consultant shall prepare the final draft Sign Code. The Consultant shall create and assist City staff with a strategy for implementing the new Sign Code, required application forms, and training for permitting and enforcement staff on using the new Code. The Consultant shall provide a final copy of the adopted Sign Code in hard copy and modifiable electronic formats.

Responsibilities of Staff and Other City Resources

The following data and support will be made available by the City of Manitowoc staff:

1. Present and historic sign ordinance information.
2. The current City of Manitowoc Municipal Code, Comprehensive Plan and Downtown Master Plan
3. Upon request, the City can provide GIS support and data for the project. The City of Manitowoc intends to work with the selected consultant to keep mapping costs, if any, to a minimum.
4. Staff will assist in project management and administration. Staff will attend all meetings with the Consultant and will act as liaison between the Public and the Consultant.
5. Staff will assist in the coordination and scheduling of all meetings involving the Consultant. City staff will mail all agendas, meeting minutes, and meeting information packets.

Requirements of Submittals

A submitted proposal should include the following:

- A Cover letter and executive summary providing the highlights and basic information included in the proposal.
- A Description of your organization including general information about the firm and a description of the firm's capabilities and experience with projects of equal or greater scope to the project outlined in this RFP.
- A Description of your firm's approach to the project identifying concepts, techniques or tools that may be used to accomplish the tasks set forth in this RFP, as well as any potentially beneficial services beyond those requested in this document.
- A Detailed project time schedule with the date of initiation of work, a detailed estimate of hourly work by general project tasks, including who will be performing which tasks, and a project completion date for the full process. It is expected that the project will be completed by the end of 2020.
- 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.

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- A Cost estimate of professional fees to undertake each task outlined in the Scope of Services. 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.
- 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.

Proposal Specifics

All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by the consultant shall become the property of the City when received. Any restrictions on the use of data contained within the proposal must be clearly stated in the proposal itself. Non-disclosure cannot be guaranteed after the selection stage of this procurement due to Wisconsin public records law considerations.

The City reserves the right to reject in whole or in part any and all proposals, to waive any informality, and to accept the proposal determined to be in the best interest of the City. This solicitation may also be canceled in whole or in part if determined to be in the best interest of the City.

The proposals shall be submitted by **4:30 PM CDT on Friday, March 13, 2020** to:

By Mail:

Adam Tegen
City of Manitowoc
Community Development Director
900 Quay Street
Manitowoc, WI 54220

By Email:

ategen@manitowoc.org

All questions shall be submitted by email and may be directed to:

Adam Tegen
Community Development Director
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All costs incurred in the preparation and/or presentation of the proposal shall be the responsibility of the Consultant