



**Request for Proposal**  
**City of Fitchburg North McGaw Park Neighborhood Plan**  
**March 19, 2008**

**I. Introduction**

This Request for Proposal (RFP) is issued by the City of Fitchburg in order for the City to engage a qualified planning or design firm to conduct research, site analysis, public involvement, and plan development activities for the 525 acre North McGaw Park Neighborhood .

Background:

- A. In June 2004 the City of Fitchburg adopted Appendix H to the current General Land Use Plan of the City.
- B. Appendix H was amended by Council action in August 2007 to divide the McGaw Park neighborhood into two study areas, a north area and a south area. The north area is the subject of this RFP.
- C. The FUDA document allows for the study of large potential neighborhoods prior to the City completing the state required comprehensive growth legislation. The selected firm will prepare a neighborhood plan for the North McGaw Park neighborhood, in accord with the standards of this RFP, which is identified in the following map, the primary south boundary being the double circuit 138 kv lines and then following east to Syene Road and then north along a tributary to Swan Creek. The plan area shall also include the



primarily undeveloped properties located north of the plan North McGaw Plan area, but south of Lacy Rd, being the 20 acre Rueden property and the 5 acre Cooke property between Waterford Glen and The Crossing.

- D. The plan is to be used to determine, what if any, areas within the identified North McGaw Park Neighborhood are suitable for urban expansion based on orderly growth, service availability, transportation, land use, soil capacity, natural resources, and other appropriate planning factors. The FUDA areas only identify certain land areas that, through an interactive exercise to determine relative values of various factors, indicate land that may be suitable for urban development. For any lands in the planning area determined to be suitable for development based on the various planning factors, indicate how that suitable land is to be developed.
- E. If the plan recommends certain areas of land to be brought into the urban service area to accommodate urban growth, the plan shall provide detailed data in maps, tables, text, graphics, and exhibits to justify the urban growth and to provide the basis for a potential future urban service expansion request. With the growth management strategies adopted by the City through Council action on R-30-07 and R-89-07, the on-going development of a Northeast neighborhood Plan and the development of the land use element of the comprehensive plan, all activities need to consider and be consistent with approved and on-going activities of the City particularly as they relate to land use and the comprehensive plan preparation. A phasing and entry plan consistent with the above is a critical piece of information to be provided as part of this study. This plan shall provide a clear and concise vision and direction for growth, be detailed in terms of expectations for land use types, density, design, services, staging or phasing, natural resource protection, and methods of implementation.
- F. Submitted proposals shall clearly identify the scope of activity to be performed by activity identified herein, and the time frame for completion of each project element. Firms are encouraged to add other areas of analysis they may feel appropriate to address the planning needs and issues. However, any changes or alterations to the required work product, as outlined below, shall be clearly noted in the proposal. This RFP shall be used as a basis for the response, and each response shall clearly identify which part of the proposal is being addressed. Responses shall follow the format of this RFP.
- G. This Neighborhood Plan request involves several different work elements, each important to the overall neighborhood plan process. The main elements are:
1. Standard neighborhood plan preparation
  2. Transportation impact analysis
  3. Conceptual storm water management plan
  4. Environmental and ecological analysis

## **II. Neighborhood Plan**

The process of creating a plan for the neighborhood shall involve a review of the planning considerations and issues for the area itself, but also how those issues interact with areas outside of the neighborhood particularly as to linkage, service capabilities, natural resources, transportation, environmental considerations, farm land preservation, and other areas of

continuity and effect upon the larger community. **Proposals shall provide an explanation of how they will review information and consider how the neighborhood will be placed within the larger region and community.** It is important to recognize that downstream of this area is Lake Waubesa and the Waubesa Wetlands which contain certain threatened or endangered species. Transitions with existing land uses and subdivisions are also important.

A1. Background Material supplied by City to be reviewed by Consultant:

- Review existing plans, draft comprehensive plan information, Northeast Transportation study, MPO Northeast Neighborhood traffic impact analysis, Council resolutions R-30-07 and R-89-07, Moraine Edge Park and related open space proposals by the city, FUDA background information and maps, Lacy Road interchange plans, and other relevant data and documents. Ruekert Mielke draft plan for the Northeast Neighborhood.
- Review existing land use, zoning, actual use, resource information within the area.
- 100 and 500 year Floodplain boundary based on current and proposed floodplain maps.
- Review relevant plans and other land use documents for adjoining municipalities, particularly the Town of Dunn
- History of the plan area as may be available in prior plans and in written documents or verbal histories.

A2. Background Material to be provided and analyzed by Consultant:

- Provide, by a qualified expert, wetland delineation, and a resource study classifying the quality of the wetlands delineated. Survey wetland boundary (also see conceptual storm water analysis). Please ascertain and review for accuracy any existing wetland delineations. Permission to enter private property will be required.
- Provide, by a qualified expert, delineation of non-navigable and navigable streams, stream bank locations and properly locate navigable stream banks and non-navigable stream courses. WIDNR input may be required.
- Review and analysis of any historical feature, unique natural features including endangered or threatened species. Permission to enter private property will be required.
- Maps and information of resource systems need to go beyond the study area to properly note the extent of how such systems are affected by the Neighborhood. Identify in the response, how each resource system will be treated.
- Locate and identify any specimen or Heritage trees present within the study area.
- Locate any remnant prairies, oak openings, endangered or threatened species, and identify species within and provide opinion on quality

For this section the Neighborhood Plan shall provide, at a minimum, the following:

1. Maps, graphics and tabular data providing ownership, and existing land use (identify classification process to be used) by area (square feet or acres)
2. Resource information in map, graphic and tabular form depicting major cultural and natural resource areas, classification of wetlands, indicating size or area of each resource.
3. Political and other relevant jurisdictional boundaries, including municipal, school, and any special district boundaries in place.
4. Existing and proposed land use for lands surrounding the study area.
5. Address other future contiguous growth for lands identified in the ratified long term growth boundary, see R-89-07.

#### B. Opportunity and Issues Identification and Analysis

Provide in the proposal a process to determine the opportunities and issues that are present in the area, and the surrounding environs. Responders shall propose a method or format that they feel will most effectively encourage input by the stakeholders and community. Anticipate using the introductory meeting in the Public Participation Matrix (Appendix A) as a means of gathering relevant public input. The plan shall provide the following information to address II B :

A set of goals objectives and policies, using the public input sessions, but in concert and consistent with the draft goals, objectives and policies of the current comprehensive planning process of the City. This information shall be used in guiding the development of the plan document.

#### C. Systems Analysis

Analyze appropriate city, county, and state data and provide detailed information on the capability of the following systems to support or serve urban development. Identify what facility upgrades are required to provide support, and identify what systems, or areas require special measures to be appropriately protected from development, with an identification of those measures. If any system, particularly a natural system, is compromised by development to the point where that system will not function as intended, the plan shall be adjusted to not compromise the system.

1. Natural resource systems, to include but not limited to water, wetland, steep slopes, woodlands, and floodplains in the area, particularly the Nine Springs Creek and Swan Creek, and their watersheds, to support and sustain urban levels of development, with out significant injury or harm to the watershed. Analyze impacts downstream on stream morphology of the added water, along with any effects to wetland systems downstream, especially any effects to the Waubesa wetlands. Indicate and analyze effects of proposed phosphorus loadings from development on water quality of Lake Waubesa. Information from the Northeast Neighborhood analysis needs to be reviewed relative to an impact of cumulative effects.
2. Soil capacities to support and sustain urban development. Particular attention

shall be paid to ability of the soil to provide infiltration of storm water through the use of major City systems, or on site methods such as rain gardens.

3. Public service provision of sanitary sewer, public water, transportation, storm water management, park and open space. Sanitary sewer lift stations, and/or water booster pumps are to be avoided.

4. Recognize and propose a method to address private utility systems, particularly electric distribution.

5. Recognize school district capacity.

6. Working with the natural resources for the area, identify any core features, that are natural, historic, or cultural. Note the likelihood of any threatened or endangered species, Indian habitat remnants or other pre-European, or early European settlement features that may pose a concern to any development in the area and integrate them into proper corridors, and detail methods of preservation.

7. Break the study area into discernable and distinct land use patterns based on current land cover to identify ecological habitat type.

**Public Process:** The Steering Committee to be created shall review the above goals, policies and systems analysis. At a time following the steering committee meeting, a public meeting shall be held, either by the consultant or through the steering committee to validate, with the public, the identified opportunities and issues, and resource and systems analysis. In addition, this meeting shall also provide the opportunity for public comment on the draft goals and policies for the neighborhood, along with a presentation on the general information from the systems analysis. This meeting shall be held prior to proceeding with the land use effort. The goals and policies shall be amended, as necessary following the public meeting, since they will form the basis for creation of the plan document. For required meetings see Public Participation Matrix.

#### D. Land Use Plan

The land use element is broken into two parts.

**Part 1:** Using the information and analysis completed above, the consultant shall prepare up to ten (10) growth models, or rough concept bubble diagrams for any areas of potential urban development within the study area. The growth models may go beyond the study area to recognize transitions and natural features if so necessary. PRIOR to any formulation of a more specific land use element, the growth models shall have been reviewed by the Plan Commission and a selected, or hybrid model approved by the Plan Commission. The growth models shall utilize varied planning methodologies for land use such as, traditional neighborhood design, pedestrian sheds, standard suburban, mixed use, balanced neighborhoods, and each such model produced may incorporate components of the varied types. For each model provide a report outlining issues, drawbacks and benefits.

**Public Process.** Provide up to two steering committee meetings and one public information meeting between the two steering committee meetings. The steering committee recommendation of a growth model option will go to Ag and Rural Affairs, Plan Commission along with the Common Council meeting as a Committee of the Whole. Plan Commission approval, and

Committee of the Whole input is required to advance to phase 2 of the Land Use element.

**Part 2:** Using the approved growth model, and based on the above analyses, and the opinions obtained through the public input process, create a land use map to be reviewed by city staff prior to a public meeting to review the map.

1. Detail a land use map using land use categories consistent with those categories being used for the City's Comprehensive Plan. Land use shall be accomplished to be consistent with the overall goals, policies and objectives of the work accomplished to date on the draft comprehensive plan. The plan shall provide a consistency of land use.
2. Land use shall be explained based on planning principles and practices.
3. Delineate environmental corridors and natural resource protection areas consistent with R-30-07 and R-89-07, to provide minimum 300' wetland buffers and 75' buffer from each stream edge. Environmental corridors shall meet, at a minimum, the policies of the Community Analysis and Planning Division of the Dane County Planning Dept (CAPD). Floodplain and wetland areas, along with other sensitive areas shall not be developed other than for potential open space uses and trail linkages (floodplains). Identify whether resource systems require larger buffers than those identified and provide rationale for such larger buffers. Delineate areas of current land use within the proposed corridors and create system of how to handle the encroachments.
4. Integrate land use with the resource and natural system analysis as required above.
5. Provide maps, graphics and tabular data explaining the land use map providing the area of each land use category, density, estimated population (total and school), square footage (for non-residential uses) and the net and gross density that is to be achieved for any sub neighborhood developments.
6. The plan shall set minimum and maximum density and land use ratios to be achieved. For dwelling units, provide both gross and net density to be achieved. Business projects provide minimum and maximum square footage and opinions on floor area, impervious surface and open space ratios to be provided for business development areas.
7. If any land, in or near the neighborhood is planned for short, long, or permanent rural use, such as agricultural, the plan shall appropriately note transitions to the agricultural or rural land use.

Public Process. The land use plan map and text is to receive suitable public attention and input with two steering committee meetings, and a public information meeting most likely at some point between the two steering committee meetings. The land use map and text shall be provided to the Plan Commission for consideration by that body.

#### E. Infrastructure and Service

The proposal shall identify how the consultant will proceed with an analysis for the

following infrastructure and service aspects to serve the area. The following shall also be addressed as part of the plan.

1. Transportation Plan. The transportation plan shall be multi-modal and deal with pedestrian, bicycle, motor vehicle and mass transportation opportunities, by providing text, maps and other graphics to explain the following:

A. Motor Vehicle: Provide, by land use type and based on minimum and maximum densities, trip generation for each land use category and an opinion on trip distribution. Locate and address required arterial and collector streets to serve the plan area and the surrounding lands.

Required street and roadway improvements shall be identified through the Traffic Impact Analysis (see section III)

B. Pedestrian: Provide locations of additional pedestrian routes, beyond those normally provided as sidewalks on public streets. Such planning shall be consistent with the on-going 2007-08 Bicycle and Pedestrian System Plan, but expand on such plan where appropriate.

C. Bicycle: Provide locations of bicycle (recreational path) systems to connect to major trails, delineate route and connectivity for the proposed Heritage Circle Route. Also provide connectivity to other proposed or existing neighborhoods in the community. Such a path system may be used to provide pedestrian movement as well. Paths shall link public spaces, activity centers, and major living areas. Such planning shall be consistent with the on-going 2007-08 Bicycle and Pedestrian System Plan, but expand on such plan where appropriate.

D. Mass transit: identify potential mass transit routes, and provide guidelines necessary to promote mass transit use. Have proposed transit routes reviewed by Madison Metro.

2. Sanitary, Water, Storm Water and Other Infrastructure Plans. Provide system maps, and analysis for sanitary sewer, water, and storm water management plans indicating locations, and general areas required.

A. Sanitary sewer plan shall include the routing and service territory of the proposed interceptor(s) to serve the lands proposed to be developed. The plan shall also provide an estimate of interceptor(s) cost, and the timing of staging of such interceptor(s) with growth.

B. Public water planning; working with the City Public Works Department to provide an analysis of the water systems required to serve the area, and map and locate major facilities required, along with major lines and connectivity to the existing system.

C. A storm water study shall be undertaken and plan adjusted in accord with its findings and recommendations (see section IV). Where possible, the storm water plan shall utilize prairie plants and grasses, with an emphasis on infiltration.

D. Analyze private utility facilities (electric and gas), and locate new

infrastructure required by the private supplier to serve the area.

3. Environmental, Open Space and Recreation Plan. Provide a system of open space and recreation using maps and other graphics to delineate the system and its purposes.

A. The plan shall note areas to be dedicated to the City for park purposes vs. those that should be considered for general open space such as streams, floodplains, wetlands, or other environmental corridor features. The plan shall note the total expected dedication, and the portion to be received through park dedication or purchase by the City. Open Space planning shall be cognizant of the Proposed Moraine Edge Park and related open space proposals currently under development. The plan shall provide for consistency of open space. Care shall be utilized to assure that open space systems can be made continuous through areas not part of the Neighborhood Plan. Please note any overage or deficiency of park land for the plan area as a whole, as well as by major property owner (owners of 35 acres or more).

B. Provide maps and data detailing the environmental corridor system and resource (including woodlot) areas to be preserved and methods of preservation. Text shall be used to describe and delineate the reaches of the stream and corridor systems. Identify and distinguish between navigable and non-navigable streams, and supply resource standards that provided such opinion.

C. Identify areas that may pose environmental hazards or require remediation.

D. Using the systems analysis provided earlier (see section II. C.), provide linkage or preservation of core features that are natural, historic, or cultural. These are to include any areas of any threatened or endangered species, Indian habitat remnants or other pre-European, or early European settlement features that may exist or the possibility of which may pose a concern to any development in the area. These are to be integrated and weaved into the environmental corridor system where possible. Detail methods of preservation. If any areas are cryptic so as to require additional specific study, those locations shall be identified and noted in the overall plan map.

E. Provide locations for any public facilities that may be required to serve the neighborhood, such as schools, fire stations, or other community facilities. A fire station analysis for the full Community will be underway concurrent with this process and any information available from that study should be analyzed and incorporated where necessary in this Neighborhood Plan. Also identify sites for quasi-public facilities or institutions.

F. Provide an opinion on the likelihood of any threatened or endangered



species within the study area.

G. Plan shall be consistent with the City's Plan for Open Spaces and Recreation.

Public Process. At least one steering committee meeting and one public information meeting are required to address infrastructure and service issues. The park and open space portion shall be presented to the Parks Commission. Depending upon the land use element process and its relation to open space, the open space section may be dealt with as a part of the land use element.

F. Development Strategy and Urban Service entry

1. Staging and Timing Plan. Based on the plan developed above, and following storm water and transportation impact analysis and the environmental and ecological analysis (see sections III, IV, and V) recommend a staging strategy for bringing in any of the lands that are termed suitable for urban development. The staging strategy shall be cost effective and relate to the ability of the community to provide the necessary services without having to bear unnecessary holding costs. The plan can also consider if lands to be brought into the urban area have a positive effect on rural land retention and the urban-rural interface. Create a staging and urban service entry plan by outlining performance or timing standards that will be required to be met. The responder shall bear in mind that the North McGaw Neighborhood is only one of several neighborhoods identified in the FUDA, with the Northeast neighborhood currently in the neighborhood planning stage. **Staging and phasing shall relate to the Common Council desire for a maximum 75 acres per year annual average growth rate as expressed through resolutions R-30-07 and R-89-07 and the Plan Commission desire to have a 5 year (maximum 375 acre) flexibility factor to the 20 year growth provision.** (20 years at a maximum 75 acres per year corresponds to 1500 acres, plus 375 allows for 1875 acres of land to be available. The current USA has approximately 1000 acres available, therefore, 875 remains to be accounted for over the next 20 year planning period. The Commission expects to examine growth areas every five years.) A method to assure that land use is contiguous and appropriate to the ability to provide services may dictate which area (or portions of an area) will be the first to see activity. During the on-going comprehensive plan process the Plan Commission may provide additional direction as to phasing of growth. It is possible that a staged strategy of growth for varied areas may be pursued and that no one neighborhood development plan will be fully brought into an urban service area within a 20–25 year planning horizon, particularly since the current 1000 acres of land in the USA is sufficient to handle growth for 13 years, based on the 75 acres of growth per year average.

The project responder shall also provide detail as to what type of action plan can be expected to advance and implement the overall plan, with an identification of key issues and activities required to assure success of the plan.

2. Economic and Fiscal Impact Analysis. The plan shall also include an economic analysis of the development at minimum and maximum build out levels. The proposer shall recommend an economic analysis methodology that will analyze the level of anticipated development to the service and infrastructure requirement costs to be incurred to serve the anticipated development. Service costs include not only the hard infrastructure costs, but the full range of services provided to areas by the City. The final methodology to be used shall be agreed to by the City.

Public Process. One steering committee meeting followed by Plan Commission consideration of this sub element is required.

### **III. Traffic Impact Analysis**

- A. Introduction. Responder, or their sub-consultant, shall provide a Transportation Impact Analysis (TIA) for the project area. Review relevant traffic studies completed to date for the City, including the Northeast Fitchburg (2002) by KL Engineering and HNTB, and the Northeast Neighborhood study (underway) by Madison Area Planning Transportation Board. The consultant will analyze traffic from the development within the study area accounting for background growth and trips produced. The study will be required to produce traffic generation and distribution for different time frames due to the likely nature of the study area being phased in over a long period of time. Produce analysis for current (2010), 2025, and full build out of the neighborhood. Maintain a LOS D or better for traffic movements, study area streets, and streets within the region of the study area affected by development of this study area. The land use element part 2 shall be sufficiently complete, with a good level of confidence, to allow appropriate traffic data to be analyzed for this
- B. Process. Prepare the TIA in accord with WIDOT TIA guidelines. Use the regional transportation demand model maintained by the Madison Area Transportation Planning Board (MPO). Review land use recommendations within the model and update the land use in accord with latest plans for this study area and for any more recent land use plans for Fitchburg's Northeast Neighborhood.
- C. Data Collection. Consultant will obtain and review existing traffic count information consisting of total ADT, with AM and PM peak hour counts for streets and intersections and turning movements as identified in the table which follows this subsection. Obtain from the City the existing timing of the signal at Lacy and South Fish Hatchery Road, along with lane designations, bay lengths, speed limits, relevant geometric data etc. Conduct a traffic turning movement survey of current conditions at the following intersections:

Turning Movement Table

	E Cheryl Pkwy	Lacy Rd	Lacy Interchange	Nobel Dr	Irish La
S Fish Hatchery Rd	X	X	X	X	X
Research Park Dr	X	X		X	
Quartz Rd				X	
Granite Rd*				X	
Mica Rd		X		X	
Fahey Glen	X	X		X	
Notre Dame Dr	X	X		X	
Curly Oaks Ln				X	X
East Hill Dr					X
Syene Rd		X		X	X
Hwy 14			X		
Lacy Interchange	X				

Certain portions of identified roads do not currently exist, assume connections within urban area

- D. Traffic Analysis. Apply trip generation for land uses determined under section II D (land use part 2), and phasing or growth staging under section II F of this proposal, by use of the most recent edition of the ITE Trip Generation Manual. Following discussions with City staff, apply appropriate methods to determine trip distribution. Add the distributed traffic to the existing traffic, while also adding in appropriate background growth for the three traffic scenario years of 2025, and full build out.
- E. Provide a report, for each scenario time frame of required roadway improvements, turn lane improvements, geometric alterations, additional linkages, additional signals that may be required for each scenario year (2025, and full build out).
- F. Provide an itemized estimate of cost for each required improvement under each scenario year. Improvements may be grouped based on discussions with City Planning and Public Works staff, and the cost may be provided for each identified group.
- G. Provide an analysis of impacts to current or proposed residential neighborhoods, particularly Quarry Hill (Mica Rd, Quartz Rd, Granite Rd, and Gallagher Dr), Waterford Glen (Fahey Glen), Tarpleywick (Curly Oaks Ln) and The Crossing (proposed Notre Dame Dr.). The analysis should discuss current traffic, proposed traffic and mitigation methods appropriate to good land use planning and access.

Public Process. Provide for a steering committee and public information meeting followed by consideration by the Transportation and Transit Commission (TTC). Meetings on this element, except for the TTC meeting, may be done in combination with meetings of Part 2 of the land use element.

#### **IV. Conceptual Storm Water Management Study**

##### **A. Introduction**

Responder, or an approved sub-consultant, shall undertake this study when the land use part 2 element is sufficiently complete, and a good level of confidence exists with the land use element, to analyze and undertake the conceptual storm water study.

1. Develop goals, objectives & planning criteria
2. The storm water management plan shall provide suitable information and analysis on three distinct components: quantity, quality and protection of natural resources. The quantity component will deal with analyzing existing and proposed runoff flows from the site to prevent flooding onsite or downstream. The water quality component deals with meeting DNR NR 216/151, Dane County Chapter 14, and City of Fitchburg regulatory requirements for water quality standards. The final component deals with the protection of existing wetlands and natural resource areas while enhancing the overall natural environment.
3. Gather planning data. This portion includes obtaining digital base map data from the City and Dane County, developing a storm water structure inventory of critical components, obtaining wetland and soils information, obtaining framework plans, and obtaining waterway and floodplain data. Proposed land uses created during Part 2 of the Land use element is to be utilized, provided a good level of confidence exists that the land use plan is actually approvable. A site inspection and field survey using GPS will be completed to collect storm water conveyance facility data at outfalls to the area within the plan area. This will include collecting the location, size, invert, slope, material and condition of the outfalls and overtopping controls. The City will provide copies of all previous studies and data that they possess for the project area and immediate surrounding areas.

## B. Watershed Description

1. Prepare base maps of existing conditions and incorporate the digital base data, land use, storm water conveyance system, soils, waterways and wetlands. The base map will serve as the base-working document for the planning effort.
2. Delineate watershed boundaries. Existing watershed boundaries and their naming conventions will be provided by the City in digital format. Further existing conditions basin delineation if necessary will be based on available topographic maps to all outfalls of the plan area, as well as for proposed conditions. The delineated watershed boundaries will be added to the digital base map.
3. Review framework plans and establish goals. Review the current water quality plans for this area and incorporate the goals and objectives of those plans into this planning effort. Amend as necessary to account for any specific water quality and quantity goals as may be required for this study area in order to appropriately protect the natural resource base.
4. Establish future water quality management needs. Based on the recommend target goals contained within the framework plans and those identified during the goals and objective phase, create the recommended future water quality management needs for the area.

### C. Hydrologic & Hydraulic Analysis

1. Existing conditions. Peak runoff flows and volumes under existing conditions will be calculated through the use of the Hydraflow Hydrographs program using the SCS TR-55 method. Hydrologic modeling will be based on the 2, 10 and 100-year recurrence storm events. Existing hydraulic structures controlling runoff leaving the site will also be evaluated. Tables of peak runoff flows and volumes for existing conditions will be included.
2. Proposed land use. Peak runoff flows and volumes under the proposed land uses will be calculated and compared to existing conditions. Alternative concepts including infiltration/biofiltration, wet detention ponds and other best management practices will be analyzed to control and limit post development flows leaving the site. Tables of peak runoff flows and volumes for proposed conditions as well as recommended community water quality pond and infiltration areas will be included.
3. Infiltration. An emphasis will be placed on protection and recharge of ground water through proposed storm water management practices including infiltration, bioswales, raingardens and protective buffers. Please see city derived growth models and related resolutions outlining minimum buffer areas for wetlands and streams.

### D. Water Quality Analysis

1. WinSLAMM (Source Loading and Management Model for Windows) analysis. The most current version of the WinSLAMM program will be used to determine the nonpoint source pollutant loadings for the concept study area. WinSLAMM modeling will be performed for existing and proposed build-out land use conditions with the results documented in the report. Tables of pollutant loadings and reduction percentages will be included as well as recommendations for the design phase to reduce pollutant loadings to meet City and DNR regulatory requirements.
2. Best management practices. Best management practices will be analyzed to determine which practices would be applicable to the site in terms of efficiency and costs.
3. Thermal storm water runoff control. Storm water and best management practices will, if determined necessary, be recommended to address thermal control of storm water runoff through the use of submerged outlets in detention facilities, unconnected impervious areas, infiltration and vegetation practices.
4. Phosphorus loadings. Using data to be obtained from current agricultural practices and other land uses, and possible analysis of phosphorus loadings in current stream and drainage systems, develop loading from current land use. The model used shall be acceptable to city staff. After this analysis, using a model acceptable to the City, analyze and develop estimated phosphorus loadings based on the created land use plan, at full build out.

## E. Wetland Protection Planning

1. Identify wetland and waterway boundaries based on detailed review of NRCS soil survey maps, Wisconsin wetland inventory maps, topographic maps, Dane County environmental corridor maps, aerial photography and existing wetland reports.
2. Field review. Conduct a field review to verify, and then locate, estimated wetland extents, community types and sensitive areas within the plan area, as well as identify other high quality natural resources. A GIS mapping layer of environmental features and sensitive areas compatible with City/Engineering plans will be produced. Some land divisions may have a few wetland locations identified. Identification or verification of all wetland areas shall be by a consultant approved by the Wisconsin DNR and Army Corps of Engineers. Review the quality of wetlands and their related plant species and rate the wetlands in accord with the Bedford and Zimmerman (1974) study, if feasible. If such a rating is no longer feasible a new system may be used as approved by planning staff.
3. Technical review. Provide technical review of concept plans for potential conflicts with protection of wetlands, waterways, and other significant natural resources. This includes addressing concerns of hydrologic impacts to wetlands, wetland degradation due to introduction or distribution of invasive species, and wetland buffers. Provide assistance in regard to the development of standard native planting species and native community performance standards for storm water detention, infiltration devices, wetland buffer areas and other open spaces.
4. Hydric Soils. Identify areas of hydric soils or hydric inclusions, and provide an opinion on whether any such areas should be considered for wetland restoration.

Public Process. The consultant will be required to hold one meeting with the steering committee, and a public information meeting. In addition, there shall be a meeting with the Resource Conservation Committee to consider this aspect of the report. The steering committee and public information meeting may be combined with meetings on land use part 2, provided sufficient confidence exists regarding the land use plan.

## F. Environmental and Ecological Studies

### A. Water Balance and Stream Morphology

Consultant, or qualified sub-consultant, shall provide, based on the expected infiltration from the storm water study, the estimated impervious surface ratios for the study area, as well as soil and geographical considerations the following:

- (1) Pre-development infiltration, based upon average annual rainfall.
- (2) Post development infiltration volume without infiltration devices incorporated.
- (3) Pre-development average annual recharge rate based on continuous simulation.
- (4) Post development average annual rainfall recharge rate without infiltration devices incorporated.

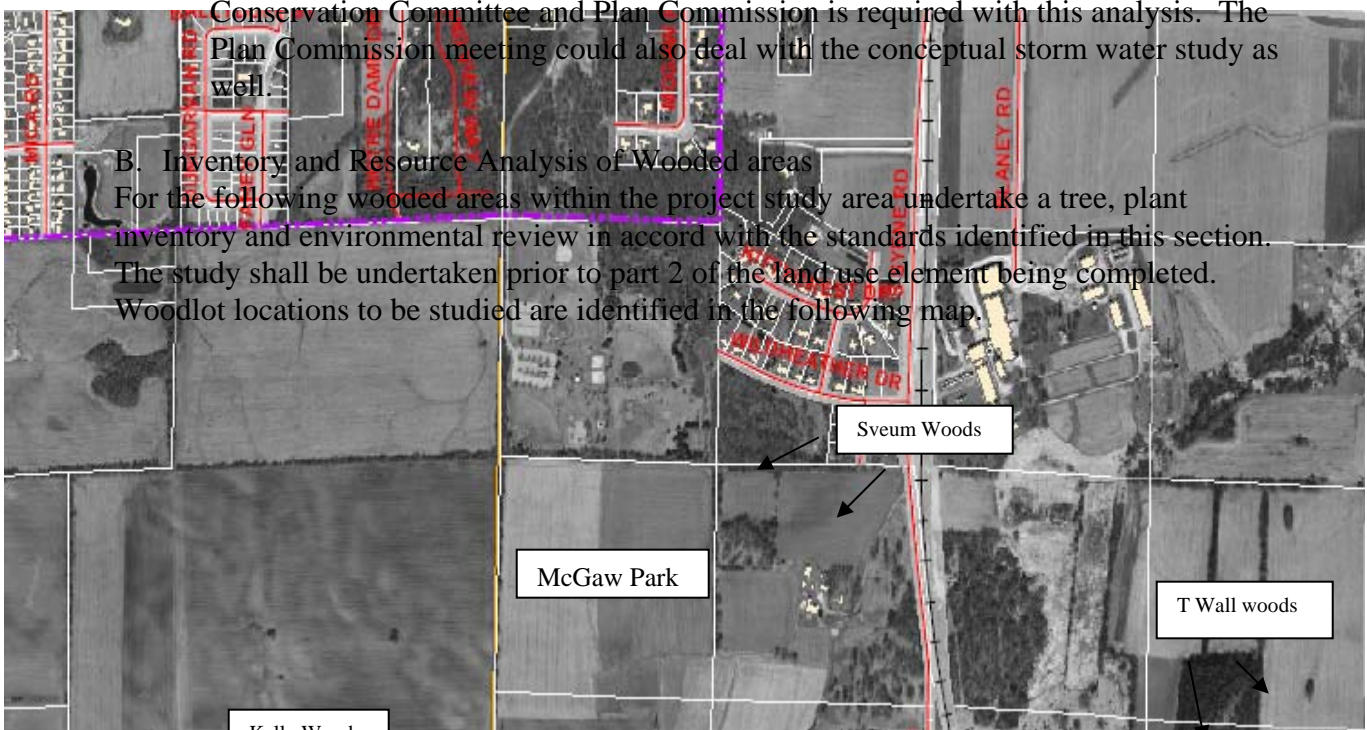
- (5) The Consultant then shall estimate the water withdrawal based on the proposed land use and densities.
- (6) Infiltration calculations shall be based on average annual rainfall, and the calculations be based on annual average amount infiltrated and that withdrawn from the aquifer.
- (7) Provide an opinion on which aquifer water is drawn from and to which aquifer the runoff is infiltrated to, and what it may provide in terms of base flow to streams or other water bodies within the region.
- (8) Analyze the effects of impervious surfaces on reduced, or increased, stream flow, and whether or not flow is enhanced by any of the infiltration techniques proposed as part of the storm water study.
- (9) Analyze and provide an opinion on any effects to stream health and morphology of the effects of reduced or added storm water to the streams and basins served by any development proposed for this study area.  
Analyze and provide an opinion on any effects to wetlands, in and beyond the study area due to higher or lower levels of flow within the basin. This shall include an analysis of any effects that may become present to the endangered calcareous fen within the Waubesa Wetlands located in the Town of Dunn. Information required here is also partially related to information required under point 7 of the Conceptual Storm Water Management Study, section IV of this proposal.
- (10) Information to qualify all opinions and conclusions shall be detailed, and source information provided. Provide rationale and calculation methods for data used for any of the above related analyses.
- (11) Provide recommended mitigation strategies that may offset any negative effects to streams and related eco-systems.

This study may be completed with the storm water study. Consultant shall recommend the time frame of when they see such analysis being completed.

Public Process. A steering committee meeting as well as meetings with Resource Conservation Committee and Plan Commission is required with this analysis. The Plan Commission meeting could also deal with the conceptual storm water study as well.

**B. Inventory and Resource Analysis of Wooded areas**

For the following wooded areas within the project study area undertake a tree, plant inventory and environmental review in accord with the standards identified in this section. The study shall be undertaken prior to part 2 of the land use element being completed. Woodlot locations to be studied are identified in the following map.





### 1. Tree Inventory

Undertake a sample plot inventory of the woodlots (see above woodlot locations), in accord with identifiable forestry standards. As part of the response provide information showing number, size, and general locations of expected sample plots. Within the sample plots provide the following for trees over 4" diameter at breast height, 4.5' feet above grade (dbh):

- Species, with identification of native or non-native species with both scientific and common names
- Assess condition and health of each tree required to be sampled
- Crown class of each tree required to be sampled
- dbh
- Understory inventory where the prevalent species, tree growth or regeneration is identified, invasive species and other notable information of use for inventory and resource analysis.
- Provide a similar analysis for the specimen and Heritage trees that have been noted by the Parks Dept (see item #32 of Public Hearing Issues, Exhibit A, and Exhibit B tree locations) and opinion on what is required to protect trees worthy of protection.

### 2. Inventory and Analysis of understory herbaceous plants and woody shrubs

- Randomly locate a few plots within the forest stand using generally accepted practices.
- Record genus and species of plants and shrubs (provide scientific and common names). Record the number of each individual species in each plot.
- Estimate the percent cover that each species occupies within the plot
  - 0 = Rare
  - 1 = Less than 5 % cover
  - 2 = Found only occasionally
  - 3 = 5-25 % cover
  - 4 = 50-75 % cover

### 3. Environmental Review

Using soil maps, available data and on site review provide information on the following:

1. Slope and soil erosion capability
2. Land forms present
3. Native animal species present
4. Identify any threatened or endangered species that may be in the area
5. Features or resources that may present a cause for concern
6. Ecological habitat type
7. Soil moisture and nutrient regime
8. Please note that there is a wetland in the northeast corner of the site with a 100' buffer as recommended by the storm water report. Please note if any found conditions would increase this environmental corridor area

### 4. Analysis

Using the inventory and review information gathered above, prepare a report with appropriate

detail and identification to describe the information gathered, along with an analysis of the findings and the capabilities, and implications of such analysis to the development and/or preservation of the woodlot or sections of the woodlot. The consultant may breakdown the woodlot and other relevant areas into zones with zones being relevant to the characteristics present and the resource capabilities.

The report should call out any areas that could be developed with out presenting a danger to the resource base or danger to the quality of the woodlot considering that there will be alterations to micro-climate if development occurs. When considering land areas for development it is important to bear in mind the need for street and other public facilities necessary to provide service to the development. Please note the city discourages dead ends.

Provide an opinion on the capabilities of the streets and land uses that may be identified for this area relative to the resource analysis. If possible provide recommendations on other access points that would be less harmful to the resources in the study area, other street locations, or land use opportunities that are best incorporated into the land use and transportation plans.

If any areas are able to be developed identify any parameters or conditions that should be followed for development. Likewise, specifically note areas that should not be developed due to the review of the information. Provide reasoning as to the conclusions that have been reached.

## **VI. Public Participation Plan**

The public participation plan needs to incorporate the following elements:

1. Citizen Steering Committee shall be determined at a later date, but shall consist of 8 to 16 members including residents and committee representatives.
2. The Public Participation Matrix, See Appendix A, page 22, identifies public meetings, as well as potential staff meetings. The responder may choose to alter the matrix and meeting frequency and if proposes to do so, shall provide a alternate public participation matrix using the same format as that provided herein, for ease of comparison.

In addition to the steering committee meetings that are required, there shall also be meetings with certain city committees who deal with relevant issues being analyzed as part of this plan, and public information meetings. Additional touch points with the Common Council, beyond that identified in the public participation matrix may be desirable. Certain staff level meetings have been proposed, but the number and frequency may relate to the situations presented during the planning process.

The successful responder shall undertake all appropriate and required notification, meeting setup and preparation, maintain a data base, mailing and email list of interested parties, and lead discussion at the public meetings. The response shall lay out various strategies to garner public input during the public information meetings that are required.

Please provide a cost per meeting for consultant attendance at any public meeting not identified and included in the public participation plan.

## **VII Administrative**

The response to proposal shall provide the following information:

A. Time Frame and Cost. The proposal shall include a not to exceed cost for the services required to fulfill the requirements of this RFP and any additional recommendations within the submitted proposal. However, a cost for each major section of this plan is to be provided: Neighborhood Plan, Transportation Impact Analysis, Conceptual Storm water Management plan, and Environmental and Ecological Studies. With a total not to exceed amount than provided. The schedule must be appropriately timed to accommodate public meetings, and governing body work schedules, with the realization that this is not the only product under development by City bodies. Payments shall be tied to identified performance criteria and not specific dates. The City will require a minimum 10% withholding of the estimated contract value until all work has been satisfactorily completed.

Provide a per cost estimate for each additional steering committee meeting, public information meeting, and city commission/committee meeting as may be held above and beyond that in the accepted public participation process. Staff meetings that occur above and beyond the scope originally identified will not be subject to reimbursement.

Provide a chart identifying time frame, estimated cost of each element at that point in time, along with meetings and work product to be produced. **It is expected that a first draft of the plan will be delivered on or before January 31, 2009, and that the plan will generally follow the time line noted in Appendix B.**

B. Work Products. All responses and work products shall follow the RFP format. Only identify areas where you will not conform to the RFP, or where there is a desire to add additional information as part of the response. All relevant work products to a section or subsection of this report shall be vetted through the appropriate public process and provided in a timely manner at the appropriate points at which the matter is dealt. The selected consultant shall be responsible for all necessary alterations and changes to the documents and plans. Identify in the RFP which deliverables will be provided to the City, at a minimum the following is required to be provided to staff along with any committee or task force, or other touch point that is recommended:

- Background material review
- Issues and opportunity findings and analysis
- Results and findings of the systems analysis
- Growth models (part 1 of land use element)
- Land use plan (part 2 of land use element)

Traffic impact analysis  
Conceptual Storm water study  
Environmental and Ecological studies (2 parts)

In addition, the complete initial draft plan shall be provided to city staff for review and comment prior to presentation. All draft work shall conform to the information requirements identified in this RFP. The draft, and final plan document shall be internally consistent, and consistent with on-going city efforts related to the larger City Comprehensive Plan process.

Thirty five (35) copies of the following plan documents shall be provided:

Public hearing draft  
Revised public hearing draft  
Final adopted plan document

All plan copies shall be provided in electronic format in MS Word, and in PDF, and shall be accomplished in a standard 8.5" x 11" format, although 11" x 17" fold out maps may be provided with the document. Maps shall be at a scale appropriate to the information being provided. All draft and final copies shall be appropriately bound.

C. General RFP requirements:

1. Legal name of the firm and signature of the persons legally authorized to bind the firm to a contract. Please provide phone number, fax number and email address of the person who would be available to answer city inquiries on the response.
2. Identify the four most recent examples of similar neighborhood plans accomplished with name and contact information for references.
3. List the personnel to be involved in the study, their roles and responsibilities, and include a resume of each.
4. Methodology addressing the scope of work, including how you will analyze existing information, perform the systems analysis, the public participation plan, and methods to evaluate land use options.
5. Methodology to prepare the development strategies and address timing issues of the plan. Address how aspects of this plan are to be evaluated in relation to other overall comprehensive plan issues, and potential other neighborhood plans to be requested.
6. Provide a public participation plan following guidelines outlined in this RFP. In addition, address roles of city staff, commissions, council and any steering committee or task force that is formed. While the City may provide information as to mailing lists and contacts, the consultant will bear the primary responsibility for timely meeting notification.
7. Any sub-consultants to be utilized and the role to be played by the sub-consultant(s). Provide information on the most recent two similar projects for the respective work any sub-consultant(s) will be working on.

8. Any proposer shall carefully review land owners in the planning area and identify any existing or potential conflicts of interest, and/or disclose any work that is being accomplished or has been completed for any owner of land in the planning area since January 1, 2002. If work is being, or was, accomplished for any land owner, identify the work accomplished and for whom such work was accomplished. This section also applies to any sub-consultants. The City reserves the right to reject any proposal that it feels poses a conflict of interest.

9. Agree to appear at a pre-selection interview at no cost. No reimbursement will occur for preparation costs by the responder or their sub-consultant(s).

D. Submission Deadline is Friday, April 11, 2008 at 2:00 pm local time, with all proposals due to the City of Fitchburg Planning Department, Fitchburg City Hall, 5520 Lacy Road, Fitchburg, WI 53711. Eight copies of the proposal response, with one additional copy in PDF on a CD are required.

Staff will not provide direct individual responses to phone calls, emails or other inquiries related to this proposal, instead, interested firms are asked to submit their questions, either via email or regular mail to the identified staff contact (see section G, below). Staff will respond to the inquiries during a pre-submission meeting to be held in the Council Chambers of Fitchburg City Hall at 9:00 am on Wednesday, April 2, 2008, 5520 Lacy Road, Fitchburg, WI.

E. Disclosure. The City is undertaking this RFP under its FUDA study approved in 2004, and amended in 2007. The funding for the study is being provided by the following land owners: Terrance Wall, East Prairie Commons, LLC et al; Scott Kelly, Fitchburg Technology Campus, LLC; Phil Sveum, Sveum Investment, LLP, Duane Bowman, Bowman Farms, Inc.; Robert Fahey and Tony Heinrichs. The decision to proceed is based in part of the landowner condition to fund the study after finding that the proposal is subject to their review and approval of proposed costs and vision of the project by the neighborhood property owners.

F. Decision to Proceed. The decision to proceed will be based on the City securing a contract with the group of land owners to pay for the costs of the study and Council approval of that agreement and then an agreement with the successful firm.

G. Staff Contact:

Thomas D. Hovel  
City of Fitchburg  
5520 Lacy Road  
Fitchburg, WI 53711  
608 270 4255  
thomas.hovel@city.fitchburg.wi.us

H. Proposers who are deemed most eligible for an interview will be notified of the intended time and date of the interview. The successful firm will then be asked to negotiate a final contract with the City. This contract will require approval by the Finance Committee and the Common Council.

I. All documents, graphics, maps and exhibits produced by the successful proposer as part of this planning project shall be provided to the City, become the property of the City of Fitchburg, and are to be available for use by the City in any manner the City deems appropriate.

Appendix A

**North McGaw Park Neighborhood Plan  
Public Participation Matrix**

<u>Item</u>	<u>Steering Committee</u>	<u>Public Information</u>	<u>City Committee</u>	<u>Staff level</u>	<u>Notes</u>
Introductory	X	X	in vite	X	May be at the same time
Background				X	
Issue-Opportunity				X	
Goals, obj. policies	X	X		X	
Land Use part 1	X X	X	AGR, PC, COW	X X	Public Info to be held btwn steering comm
Land Use part 2	X X	X	PC	X X	Public Info to be held btwn steering comm
Infrastructure				X	
Service	X	X	Parks	X	Open space may be considered with land use
Staging	X		PC	X	address Infra/service with PC
Traffic Impact	X	X	TTC	X	Some may be linked with Land Use part 2
Storm water study	X	X	RC	X	Some may be linked with Land Use part 2
Water and stream morphlgy.	X		RC, PC	X	May be linked with storm water
Wooded area	X		PC	X	May link w/ Land Use Part 1 , respective mtgs
Draft Plan set 1	X	X	PC, COW	X	
Draft Plan set 2	X		PC	X	staff level to review changes, if necessary
Public Hearing			PC	X	
PC Consideration			PC		May be with public hearing
Council Adoption			CC	X	

PC= Plan Commission; RC=Resource Conservation Commission; CC= Common Council; COW=Committee of the Whole;  
TTC=Transportation and Transit Commission; AGR=Agriculture and Rural Affairs; Parks= Parks Commission

Staff level meetings during business day. Additional staff level meetings may be required.

Appendix B Potential Schedule

**North McGaw Park Neighborhood Plan  
Public Participation Matrix**

<u>Item</u>	<u>Strg Comm</u>	<u>Public Inf</u>	<u>City Com</u>	<u>Staff level</u>	<b>Potential Accelerated Timing</b>		
					<u>Steering</u>	<u>Public Infor</u>	<u>City Comm</u>
Introductory	X	X	invite	X	6/11/2008	6/18/2008	
Background Issue-Opportunity Goals, obj. policies	X	X		X X X	7/9/2008	7/16/2008	
Land Use part 1	X X	X	AGR, PC, COW	X X	8/6/2008 8/18/2008	8/13/2008	8/19 8/27
Land Use part 2	X X	X	PC	X X	9/3/2008 9/24/2008	9/17/2008	10/7/2008
Infrastructure Service	X	X	Parks	X	10/13/2008	10/22/2008	10/2/2008
Staging	X		PC	X	10/13/2008		10/21/2008
Traffic Impact	X	X	TTC	X	1/14/2009	1/21/2009	1/15/2009
Storm water study	X	X	RC	X	1/14/2009	1/21/2009	1/19/2009
Water and stream morphlgy.	X		RC, PC	X	1/14/2009		1/19/2009 1/20/2009
Wooded area	X		PC	X	10/13/2008		10/21/2008
Draft Plan set 1	X	X	PC, COW	X	2/18/2009	2/18/2009	2/25/2009 3/3/2009
Draft Plan set 2	X		PC	X	3/4/2009		3/17/2009
Public Hearing			PC	X			4/21/2009
PC Consideration			PC				4/21/2009
Council Adoption			CC	X			4/28/2009

Staff level meetings to be inserted  
Additional meetings may need to occur beyond those identified