



Request for Proposals for Professional Services

Wayzata Boulevard Corridor Study

City of Wayzata

March 4, 2022

Section I: Project Summary

A. Objective

- a. The City of Wayzata is seeking a qualified consultant to conduct a collaborative, multi-disciplinary study of the Wayzata Boulevard corridor in Wayzata. Following the successful implementation of the Wayzata 2040 Plan, the Wayzata Design Standards, and the current Wayzata Zoning Update, the City of Wayzata seeks to establish a vision to transform Wayzata Boulevard to an even more welcoming, safe, connected, active commerce center for the Wayzata community in decades to come through the introduction of a detailed and comprehensive corridor plan. The corridor plan is intended to be a holistic, community-centered rethinking of the corridor from building façade to building façade to establish a vision for the corridor that extends beyond the curb line and provides a cohesive framework for land use, development regulation, future infrastructure and streetscape interventions, and interim and future pedestrian, cyclist, and vehicular safety improvements.

The qualified consultant will present recommendations based on a thorough analysis of the 2040 Comprehensive Plan and 2040 Vision, development activity, traffic data, and knowledge of best practices in access management, bicycle and pedestrian planning, land use planning, and urban design.

- b. Relevant Objectives in the Wayzata 2040 Community Vision (<http://lab.future-iq.com/wp-content/uploads/2018/03/Wayzata-2040-Community-Vision.pdf>):
 - i. Create a main Gateway-like Wayzata entrance on Wayzata Boulevard
 - ii. Enhance this main artery with landscaping
 - iii. Improve walkability and create a pedestrian-friendly environment
 - iv. Evaluate Wayzata’s pedestrian connections and fill gaps
 - v. Encourage mixed developments throughout Wayzata Boulevard
 - vi. Revitalize the streets around Wayzata Boulevard in order to accommodate a more walkability-seeking resident cohort
 - vii. Update Wayzata’s affordable housing plan
- c. Guiding Principles in the Wayzata 2040 Comprehensive Plan (<https://www.wayzata.org/566/2040-Comprehensive-Plan-Update>):
 - i. Charming
 - ii. Walkable and pedestrian friendly
 - iii. Healthy, engaged and active
 - iv. Vibrant parks and city spaces
 - v. Environmental sustainability
 - vi. Multi-generational
 - vii. Connected
 - viii. City nodes with greater housing diversity
- d. Relevant Objectives in the Wayzata 2040 Comprehensive Plan
 - i. Encourage mixed use developments along Wayzata Boulevard
 - ii. Encourage the development of a variety of housing types that provides options for all age ranges and income levels
 - iii. Consider regulations to allow a mix of commercial, office and residential uses within each of the commercial categories to strengthen Wayzata as a shopping, employment and entertainment destination

- iv. Provide connectivity within new developments and between existing neighborhoods to promote a sense of community and encourage mobility of all types.
- v. Regularly consider updates to development standards to ensure quality development within each of the commercial zoning classifications
- vi. Encourage developments to accommodate all modes of transportation through site planning efforts, regardless of the location within the City
- vii. Continue to consider provisions for a safe, comfortable, and attractive pedestrian scale environment through the enhancement of the pedestrian circulation system by improving sidewalks, walkways and street furniture; mitigating conflicts with traffic and street intersections, and by providing proper demarcation and sign control
- viii. Consider opportunities to plan for proper transitional uses and buffers between commercial and residential uses
- ix. Update Wayzata's affordable housing plan
- e. Collaborative Study
 - i. Wayzata Boulevard is a vital transportation route and economic center that stretches across the City from east to west, but lacks a cohesive long-term plan for the future. The current character of the eastern and western segments of Wayzata Boulevard is a legacy of its former state highway designation. However, the vision established by the 2040 plan demands a reconsideration of the physical configuration and potential for future improvement. In addition to Wayzata Boulevard, the study will also incorporate a functionally similar section of Central Ave N from Wayzata Blvd E to Highway 12 with similar characteristics. In order to respond to increased interest in redevelopment by property owners and changes in safety and transportation preferences, the City has a unique opportunity to work with the community to create a plan for the corridor. This was highlighted as an important project in the City's Strategic Plan and 2040 Comprehensive Plan. This study is envisioned as a collaboration of engineering and planning with emphasis on the importance of studying:
 1. Land Use Planning and Zoning
 2. Long-Term Roadway Planning
 3. Short-Term Roadway Safety Improvements
 4. Public Realm and Streetscape Design Strategy
 5. Community Vision and Direction
- f. Land Use and Zoning Information
 - i. Existing zoning regulations are not conducive to developments along the corridor that are envisioned in the 2040 Comprehensive Plan, which call for small town charm and walkability. Developments are disconnected and lack integration along the corridor.
 - ii. The City of Wayzata launched a multi-year Zoning Study in 2020. This is also a key priority in the City Strategic Plan and 2040 Comprehensive Plan. The Study includes updates to nearly every section of the Wayzata Zoning Ordinance. In 2021, updated Design Standards (Ch. 909) were adopted. Updates were made

to the Wayzata Blvd Design District at that time, which should be used to inform additional updates to other sections of the Wayzata Zoning Ordinance.

- iii. The City is currently reviewing updates to the Residential and Commercial Zoning Districts. Several updates are relevant to this Study, particularly the proposal to allow upper-story housing in the C-2 and C-3 Zoning Districts.

g. Transportation Information

- i. Wayzata Boulevard is a former state highway.
- ii. The City reconstructed the section between Ferndale and Superior Blvd in 2011. Mill and overlay is scheduled for approximately 2031. It is not planned to be reconstructed again until 2051. Until then, only maintenance is anticipated.
- iii. The City repaved the section between Ferndale and the City Public Works Facility in 2011. Mill and overlay is scheduled for approximately 2031.
- iv. The City reconstructed the intersection of Wayzata Blvd and Superior Blvd in 2019.
- v. There has been concern about the number and severity of the accidents in the corridor, specifically (East/West) of and including Central Avenue.
- vi. There are gaps in the pedestrian and bicycle networks.
- vii. The transit line is underutilized.

h. Study Area

- i. A Study Area Map is attached. The map shows four segments:

- 1. Wayzata Blvd - Superior Blvd to Hwy 12 (Red on Study Area Map)

- This segment is the main business area along Wayzata Blvd that is also a Hennepin County roadway. The focus of this segment is to involve the business community to determine how future commercial development should occur, what transportation design improvements will be necessary to support this development, and how vehicle, pedestrian, and cyclist connections and safety can be improved.

- 2. Central Avenue - Wayzata Blvd to Highway 12 (Green on Study Area Map)

- Central Avenue North and is the only segment outside of the Wayzata Blvd corridor. Staff included this segment in the study because it functions similar to Wayzata Blvd east of Superior Blvd as a busy conduit connecting to Highway 12. It has a strong commercial presence along with single-family homes on the west side. The focus will be on future commercial development and roadway safety.

- 3. Wayzata Blvd - Superior Blvd to Minnetonka Ave (Yellow on Study Area Map)

- This segment has a mixture of land uses in the central core neighborhood with commercial, multi-family, school, and single-family homes fronting on a road that was improved in 2012(?) through implementation of a two lane conversion and landscaped medians. The corridor study in this area will focus on the impacts of desired development in the future along this stretch, will take into account the

new design standards, and will evaluate supplemental safety improvements to pedestrian and cyclist infrastructure.

4. Wayzata Blvd - Highway 12 to Minnetonka (Purple on Study Area Map)

This section has larger parcels of land and more institutional ownership than the other segments as well as more single-family homes, multi-family, recreational facilities, and a current park and ride site. Most likely there will be less development pressure in the near future along this segment due to land use. This area may provide future regional trail connectivity between the Luce Line and Dakota Rail trails, so balancing pedestrian and cyclist safety and connections with vehicular traffic are significant priorities here.

i. Study Goals

- i. Engage residents, business owners, and visitors to the area to create a cohesive land use and transportation plan for the corridor that implements the vision set forth in the 2040 Comprehensive Plan and 2040 Community Vision
- ii. Analyze transportation safety issues related to the high number of access points (driveways) along the corridor and high traffic speeds, particularly in the segment east of Superior Blvd
- iii. Identify opportunities for roadway safety improvements that could be made in the short-term
- iv. Create a long-term plan with specific attention on the segment under County jurisdiction anticipated for roadway reconstruction between 2030 and 2035
- v. Evaluate pedestrian and bicycle network gaps, prioritize investments in the network
- vi. Create a Small Area Plan that studies the existing developments, identifies properties likely to redevelop, and creates a cohesive land use and development plan for the area guided in the 2040 Land Use Plan for Mixed-Use Commercial/Residential
- vii. Create a Small Area Plan that guides the City's response to development proposals and builds
- viii. Determine the updates that should be made to the Zoning Ordinance that implement the vision set forth in the 2040 Land Use Plan for the Mixed-Use Commercial/Residential land use designation, which was first established in Wayzata's 2040 Comp Plan update.
- ix. Investigate opportunities for public realm, streetscape, and right of way improvements such as signage, lighting, landscaping, seating, and public art
- x. Evaluate the existing public transportation system
- xi. Base recommendations on extensive engagement with business owners, residents, City staff, City Council, Planning Commission, and Housing & Redevelopment Authority

j. Community Engagement Expectations.

- i. This process will involve significant engagement with community members. Staff is expecting that the hired consultant will create a detailed community engagement plan that includes the following actions:

1. Host community meetings to gain input and review options – consider option of hosting some as a walking meeting along the corridor to review issues and options
2. Host Study Committee Sessions (consultant proposals should recommend when to convene the committee, frequency of meetings, and agendas for each meeting)
3. Conduct focus group discussions (potentially with Study Committee Co-Chairs present)
 - a. Businesses along the corridor
 - b. Residents in all housing types along the corridor
 - c. Churches along the corridor
 - d. Schools along the corridor
 - e. City of Wayzata Parks & Trails Board
4. Conduct online surveys to gain input at appropriate points within the Study
5. Host meetings with City and County engineers about roadway options
6. Include the Chamber of Commerce in business outreach and business discussions

k. Scope of Services

- i. Small Area Land Use Plan: Using the base information provided by the City, develop a for Small Area Land Use Plan for the land guided as Mixed Use Commercial/Residential in the 2040 Land Use Plan, which is a new land use designation for Wayzata with the 2040 Comprehensive Plan update. Study the existing developments and identify properties likely to redevelop. Create a cohesive land use and development plan that guides future development proposals. The consultant shall also work with the community to determine a “preferred” vision for growth and development for the corridor. The vision should include guiding principles for development, physical plan elements, redevelopment concepts, and visuals for the desired areas of growth. While the Comprehensive Plan guides a majority of properties in this corridor for Mixed Use Residential/Commercial, additional planning and engagement is needed to create more clear expectations in the Zoning Ordinance. The City’s Design Standards were updated in 2021 and include a Design District specific to Wayzata Boulevard.
- ii. Transportation and Mobility Plan: The selected consultant is expected create a long-term transportation plan for the corridor based on the Small Area Land Use Plan. The proposed transportation plan should create multi-modal safety improvements and access management plans, specifically at key intersections and access points of concern. The City is seeking roadway planning scenarios to respond to. These scenarios should include items such as roadway configuration, pedestrian/bike facilities, streetscape options, in both plan and cross-section. Scenarios are intended to be conceptual and detailed design will be a future phase. Alignment with Hennepin County roadway improvement plans will be essential for the eastern portion of Wayzata Boulevard and entire

portion of Central Avenue North under County jurisdiction. At this time, Hennepin County anticipates that reconstruction of the segments under County jurisdiction will be reconstructed in 2030-2035.

- iii. Roadway Safety Analysis: Short-term and long-term transportation and safety plans should be provided to give options for planning improvements. Through this study, pedestrian, cyclist, and traffic accidents should be analyzed for trends. Potential opportunities for future improvements within Hennepin County right of way should be studied in partnership with Hennepin County and City engineering staff. Access management should be studied and addressed at key areas of concern.
- iv. Public Realm and Streetscape Design Strategy: Identify public improvements needed to serve future development and enhance the aesthetic character of the area. These elements include: sidewalk and bicycle/pedestrian improvements, streetscape elements, signage, lighting, landscaping, improvements to the parks system, and opportunities for future community space. Sustainable development and practices should be introduced and implemented throughout the corridor study.
- v. Community Engagement: Create a detailed community engagement process that includes business owners, multi-family tenants, single-family home residents, faith organizations, schools, and additional stakeholders. The facilitation of meetings, the preparation of materials, and the documentation and organization of public and stakeholder comments will be required throughout the process. Creating a COVID-friendly and efficient engagement process will be crucial for the study.

B. Core Project Team and Consultant Selection Committee

- a. The Core Project Team, who will meet on a regular basis to provide consultant direction and review of deliverables, is expected to include:

Core Project Team – Wayzata Boulevard Corridor Study	
Title	Role
Community Development Director	Project Management, Strategic Direction, Contract Management
Public Works Director/City Engineer	Technical Lead on Multi-Modal Transportation Planning and Roadway Safety Analysis
Parks Planner	Technical Lead on Community Engagement
Assistant Planner	Technical Lead on Small Area Land Use Plan and Wayzata Zoning Ordinance
City Architect*	Technical Lead on Wayzata Design Standards and Public Realm and Streetscape Design Strategy
Chair or Co-Chairs of the Corridor Study Committee	Facilitators and Representatives of Study Committee

**The “City Architect” refers to a team of architects at Van Meter Williams Pollack, who led the update to Wayzata’s Design Standards in 2020 and 2021. This architecture and urban design firm has continued to provide on-call architectural review services to the City since adoption of the new standards. It is anticipated that Van Meter Williams Pollack will serve on the core project team for this study (review of an agreement for professional services is expected to be reviewed by Wayzata City Council on March 8, 2022) and serve on the selection committee for this Request for Proposals.*

- b. The Core Project Team will also serve as the Consultant Selection Committee.

C. Corridor Study Committee

- a. The Corridor Study Committee will convene at several points during the Corridor Study to provide input to the selected consultant. Submitted proposals should address when and how to engage with the Study Committee. Instead of creating a new Task Force for this project, staff sees great benefit in convening the following City appointed and elected bodies:

Wayzata Boulevard Corridor Study Committee	
City of Wayzata Boards	Members
City Council	Mayor & Four Council Members (Elected)
Planning Commission	Seven Commissioners (Appointed)
Housing & Redevelopment Authority	Five Commissioners (Appointed)

D. Consultant Selection Timeline

Tentative Selection Timeline	
Milestone	Date
Distribution of RFP	March 4, 2022
Question Submittal Deadline	March 25, 2022, 7:00 AM
Answers to Questions Posted Publicly on City Website	March 29, 2022, 4:30 PM
Proposal Submission Deadline	April 8, 2022, 8:00 AM
Internal Review of Submissions – Select Candidates for Interviews	April 14, 2022
Interviews with selected consultants if deemed necessary	April 18, 2022, 1-4 pm, by appointment
Second Interviews with finalists if deemed necessary	April 20, 2022, 1-4 pm, by appointment
Approval of consultant by Selection Committee	April 20, 2022
Approval of contract by City Council	May 17, 2022

E. Project Timeline

The study is expected to take 12 months to complete.

Project Timeline	
Date	Milestones
May 2022	Contract executed with selected consultant Kick-off meetings with staff Project schedule established
Summer 2022	Community engagement work commences (focus groups, meetings, surveys, workshops) Regular check-ins with Core Project Team Study Committee Meetings (at frequency proposed by consultant)
Fall 2022	Present initial findings to City Council and other stakeholders Conduct additional community engagement work based on options created (focus groups, meetings, surveys, workshops) Regular check-ins with Core Project Team Study Committee Meetings (at frequency proposed by consultant)
Winter 2022-2023	Present recommendations and deliverables to City Council and other stakeholders Regular check-ins with Core Project Team Study Committee Meetings (at frequency proposed by consultant)
Spring 2023*	Regular check-ins with Core Project Team Study Committee Meetings (at frequency proposed by consultant) City Council Adopts Wayzata Boulevard Corridor Study Report and Recommendations

**As a key priority in the City of Wayzata Strategic Plan, it is expected that the Study will be completed in May 2023.*

Section II: General Information

A. Issuing Office

- a. This RFP has been issued by the City of Wayzata Community Development Department. All correspondence regarding this RFP must be addressed by email to Emily Goellner, Community Development Director, at egoellner@wayzata.org. All inquiries made to other staff at City of Wayzata will be directed to Emily Goellner.

B. Incurring Costs

- a. The City is not liable for any costs incurred by prospective businesses prior to the signing of a contract. Expenses incurred in the preparation of submittals, presentations and other incidental activities related to this solicitation are solely the responsibility of the respondent.

C. Proposals

- a. The RFP will be distributed on Friday, March 4, 2022.

- b. Each consultant **must submit one electronic copy (PDF format, no larger than 15 MB and 20 pages)** of their response to this RFP. **No paper copies will be accepted.**
 - c. All proposals must include a statement that the proposed fees are valid for at least 90 days from the required submittal date.
 - d. The electronic copy (PDF format, no larger than 15 MB and 20 pages) of the proposal **must be received by Emily Goellner, Community Development Director, by email at egoellner@wayzata.org, no later than 8:00 AM on Friday, April 8, 2022.** An email receipt will be sent to confirm that the proposal was received by the deadline and will be considered. The City observes the right to overlook any technicalities and accept or reject any or all proposals if it is in the best interest of the City.
- D. Selection Criteria
- a. Responses to this RFP will be evaluated by a selection committee based upon the consultant's proposal and information provided as outlined in this document. The committee will review all proposals and make a recommendation to the City Council for contract approval.
 - b. Proposals will be evaluated on the following criteria (in general order of importance):
 - i. Quality of the response to this RFP
 - ii. Demonstration of understanding of the scope of services and needs of the City
 - iii. Demonstration of understanding of the unique aspirations of Wayzata
 - iv. Experience of the proposed project lead with similar projects
 - v. Consultant's workload, staff availability, and commitment to complete the project within the detailed timeline outlined herein
 - vi. Experience of the proposed project team with similar projects
 - vii. Fees
 - viii. References
- E. Questions
- a. All questions must be submitted **only by email** to the Community Development Director, egoellner@wayzata.org, not any other staff at City of Wayzata, no later than Friday, March 25, at 7:00 AM.
 - b. Answers to all questions received by the deadline will be posted on the City website no later than Tuesday, March 29, at 4:30 PM.
- F. Changes in the RFP
- a. Any changes to this RFP will be put in writing no later than seven (7) calendar days before the submittal deadline. They will be posted on the City website on same page that the original RFP was posted: <https://www.wayzata.org/777/Wayzata-Blvd-Corridor-Study>
- G. Specific Requirements for this Project
- a. Technology: selected consultant must have ability to use the platform Zoom to attend some City meetings while the City has at times limited in-person meetings with precautions for COVID-19. Public meetings are currently being held in-person, but this could change during the course of this study.
 - b. Document format: All should be provided in either .pdf, .docx, and .xlsx format.
- H. General Expectations of Services

- a. The selected consultant is expected to develop a strong working relationship with City staff and the City Council, Boards, and Commissions that interact with this project by actively listening, acknowledging viewpoints, incorporating feedback received, balancing opposing ideas, seeking consensus on issues, providing adequate data, sharing technical knowledge freely, and communicating regularly to demonstrate care and understanding for the topic, process, contract, and final product.
- I. Disclosure
 - a. All information in a consultant's proposal, except for fee analysis, is subject to disclosure under the provisions of Minnesota Statute Chapter 13 – Minnesota Government Data Practices Act.

Section III: Submittals and Requirements

The following structure is to be followed for the proposal submitted to the City:

- A. Cover Page
 - a. Identify the name of the project
 - b. Company name, address, and telephone number
 - c. Name and title of lead contact person with telephone number and email address
- B. Business Organization and History
 - a. Brief history of consultant business, including principals, number of years the consultant business has provided relevant services
- C. Team Identification
 - a. Identify key staff, consultants, and positions for each of the phases proposed for this work. Include relevant project experience that demonstrates qualifications for this work, especially work conducted in Wayzata or in similar communities.
 - b. Identify project availability during the proposed timeline and any project conflicts based on other work commitments.
 - c. Create a table that specifies which team member will work on different aspects on the project with an estimation for number of work hours and fees associated with each team member.
- D. Approach and Work Plan
 - a. Written narrative based on the understanding of the project scope, goals, timeline, and objectives.
 - b. Detailed work plan identifying major project tasks, scope of work, City responsibilities, and deliverables for each task.
 - c. Project schedule and detailed explanation of how the work plan can be accomplished in a short time frame with the dates as outlined
 - d. Describe any other engagement techniques besides the visual preference survey if your team deems them necessary and how that can fit into the allotted timeline.
- E. Fee Quotation
 - a. Provide a fee proposal based on the proposed timeline with an estimation of time spent on each task and the team members completing each task and their hourly rate.
 - b. Include costs for materials.

- c. Provide the total fees including labor and materials that is easy to understand and compare to other proposals.
- F. Project Examples and Supplemental Information
 - a. Utilize this portion of the proposal to briefly identify the “value-added” qualities, conditions, services, or attributes that enhance or support the proposal document.
 - b. Identify examples with relevant project data and renderings or completed images of similar projects that highlight the firm’s ability to successfully complete work of this type.
 - c. Provide references for similar and relevant projects that your consultant business and/or proposed team have completed.

Section IV: Contract Award

A. Contract Award

It is the City’s intent to review all respondent qualifications and proposals conscientiously and to select a candidate based upon the selection criteria. Should the City believe it would be in the best interest of the City, it may enter into negotiations with any of the consultants until a contract sum can be finalized with the successful candidate.

Section V: Notes

A. Credits

- a. Portions of this document were originally authored by the City of Bloomington in the Request for Proposals for Suburban Retrofit Strategy published on June, 18, 2019.
- b. Portions of this document were originally authored by the City of Danville, Illinois in the Request for Proposals for East Main Street Corridor Study published on January 1, 2013.

G. Rights Reserved

- a. The City reserves the right to waive any irregularities in any proposal to select the proposal evaluated to be the most advantageous to the City. The City reserves the right to disqualify any proposal or reject all proposals if it is deemed to be in the best interest of the City. Furthermore, the City and its representatives reserve the right to reject any and all proposals or to request additional information from any respondent or from all respondents.

Appendix

Relevant Links:

- City of Wayzata Zoning Map:
<https://www.wayzata.org/DocumentCenter/View/3386/Wayzata-Zoning-Map-PDF>
- City of Wayzata 2040 Comprehensive Plan:
<https://www.wayzata.org/DocumentCenter/View/3589/2040-Comprehensive-Plan?bidId=>
- City of Wayzata 2040 Community Vision:
<http://lab.future-iq.com/wp-content/uploads/2018/03/Wayzata-2040-Community-Vision.pdf>
- Design Standards Handbook
<https://www.wayzata.org/DocumentCenter/View/3968/Design-Standards-Handbook?bidId=>
- City of Wayzata Parks and Trails Master Plan
<https://www.wayzata.org/DocumentCenter/View/3295/Wayzata-Parks-and-Trails-Master-Plan-Draft---103119?bidId=>

Attachments:

- Study Area Map

Wayzata Blvd Corridor Study Area

