



W6860 Parkview Drive
Greenville, WI 54942

Michael J. D. Brown
Community & Economic
Development Director

Phone (920) 757-5151 Ext 2000
Fax (920) 757-0543
www:TownofGreenville.com
e-mail: mbrown@townofgreenville.com

November 18, 2019

Request for Proposal/Request for Qualification for Town of Greenville Sub-Area Plan and Marketing Study

The Town of Greenville, WI recently adopted its new 2040 Comprehensive Plan in July 2019. It recently updated its Subdivision Control Ordinance and has initiated a complete rewrite of its Zoning Ordinance. In order to implement its Comprehensive Plan, the Town is seeking proposals/qualifications from qualified, multi-disciplinary firms to develop a Sub-Area Plan and Marketing Study for the Urban Core, Heritage and Gateway areas identified in its Comprehensive Plan.

Project Background

The Town is looking to develop a Sub-Area Plan and Marketing Study for the Urban Core, Heritage and Gateway areas identified in its Comprehensive Plan, specifically addressing Action Items 4b-2, 4b-8, 5c-5 & 6a-1. The ultimate goal of this planning document will be used for further development of the Town's updated Zoning Ordinance as well as marketing of these areas for future development/redevelopment.

The plan/study shall include the following components:

1. Land Use and Multi-modal Transportation recommendations.
2. A Market Study that looks at both residential and commercial/industrial development that is based on market demand to support future land use/transportation recommendations. The Town is looking for realistic, market driven land use planning.
3. Architectural design guidelines specific to these corridors and areas in order to be implemented with the Zoning Ordinance rewrite.
4. Public Participation is critical with the process and should help form the basis for the plan and its recommendations.
5. The plan/study's recommendations should be consistent with the Comprehensive Plan.

Submission Requirements

The following documents and information shall be submitted by January 6, 2020 via email as a PDF to mbrown@townofgreenville.com.

1. Firm Qualifications to include
 - a. Firm's experience developing sub-area plans and market studies - provide 3 recent project examples, preference will be given to firms with at least 1 project within Wisconsin. Provide contact information for references for each project.
 - b. Staff members assigned to the project and their qualifications.
2. Description of the firm's understanding of the project.
3. Description of public participation and planning process.
4. Description of final product/deliverables/recommendations.
5. Timeline for completion.
6. Cost estimate for development of the Sub-Area Plan and Market Study.

Website Links

2040 Comprehensive Plan:

http://www.townofgreenville.com/departments/community_development/land_use_and_conservation/index.php

Zoning Ordinance Update Website:

http://www.townofgreenville.com/zoning_ordinance_update.php

Questions

Contact Michael J. D. Brown, Community and Economic Development Director at mbrown@townofgreenville.com or 920-757-5151 ext. 2000.