

CITY OF DE PERE MEMO



To: Respondents
From: Quasan Shaw, Economic Development Planner
Date: January 12, 2026

RE: Responses to questions for Downtown Master Plan Request for Proposals

Question 1: What considerations were taken in identifying the boundary of downtown (as it's notably very specific by properties)? Any interest in looking at a greater study area that explores transitional areas between the core properties and the adjacent residential neighborhoods?

Answer 1: The boundary encompasses the Business Improvement District for De Pere. There is no interest currently in expanding study area.

Question 2: What will the economic analysis cover?

Answer 2: The City is seeking a high-level district wide analysis (this would include your typical ESRI data) and demand forecasts, we are not seeking in-depth site-specific analysis such as pro formas.

Question 3: How much of the 2011 Downtown Plan and 2018 Cultural District Plan should be retained vs. reimaged? Is the expectation to fully rewrite or selectively update?

Answer 3: It depends, for the portions of the plans that are still relevant the expectation is to keep and update, for elements that are no longer relevant the expectation is to discard. We anticipate the selected consultant will collaborate with the steering committee to decide which areas are still relevant.

Question 4: Will the City select the steering committee members, or should the consultant propose them, and what authority will the committee have compared to the Plan Commission and Common Council?

Answer 4: The City will select the steering committee members. The steering committee will make a recommendation to the Plan Commission for approval and then on to Common Council for final approval of Downtown Master Plan.

Question 5: What level of City staff involvement should the consultant assume for engagement events? For example, will staff co-lead sessions or only provide logistical support?

Answer 5: City staff will provide logistical support; the selected consultant is expected to lead engagement events.

Question 6: Does the City have a preferred format or platform for the final plan (for example, a highly visual report with an executive summary, a GIS-integrated web version [StoryMap or microsite] or a combination?

Answer 6: The City prefers a final report in a PDF file and the original file.

Question 7: Deliverables reference “design intent” and “possible design/material guidelines”, building height/massing recommendations, and public space concepts. Is the City looking to retain the recommendations made in previous plans or revise these based on current market priorities?

Answer 7: It depends, for the portions of the plans that are still relevant the expectation is to keep and update, for recommendations that are no longer relevant the expectation is to discard. We anticipate the selected consultant will collaborate with the steering committee to decide which design recommendations are still relevant.

Question 8: Is there an anticipated timeline for the downtown masterplan? I see the timeline for the RFP process, but I may have missed mention of an anticipated duration or if there are any key municipal milestones for the city.

Answer 8: The City does not have an established timeline for completion, this is up to the consultant to propose duration of plan process and timing.

Question 9: Does the City have a preference regarding one-day or two-day charrette duration?

Answer 9: The City does not have a preference of one day or two day charrette.

Question 10: The GIS Division could assist with most GIS Mapping. Is there preference for the City on this? (i.e. City provides shapefiles to consultant; consultant will create maps.

Answer 10: Yes, the City will provide shape files to consultant and consultant will be responsible for producing maps. The City project manager will be the point of contact between consultant and City GIS division.

Question 11: RFP P. 3/10 *B. Scope of Work* requests "A Vision Plan." May the city clarify? (i.e. the city wants a component clearly called "Vision Plan" within the broader Downtown Master Plan document...or is it implicit to the nature of the entire project?)

Answer 11: No, the Vision Plan is implicit to the nature of the entire project.

Please note: RFP timeline correction. Recommended proposal will go to Plan Commission for approval on Monday, 2/23/2026 not 2/10/2026, and on to Common Council for 3/3/2026 for final approval.