



City of West Allis

Resolution: R-2019-0396

File Number: R-2019-0396

Sponsor(s): Safety & Development Committee

Final Action:

JUN 18 2019

Resolution accepting the proposal of Gensler and to enter into a professional consulting service contract in the amount of up to \$150,000 to prepare a Hwy. 100 Corridor Market Analysis and Master Plan for the City of West Allis.

WHEREAS, the City of West Allis desires to evaluate and develop visualization for the Hwy. 100 Corridor that is both a comprehensive market analysis of the current condition and future prospects for the area. The work under this resolution shall lead to recommendations and the establishment of a strong, long term vision for the corridor and address key opportunities for the area; and,

WHEREAS, the City of West Allis has solicited six (6) proposals, through the Request for Proposal process, from professional economic and planning firms interested in performing the work required to assist with the development of a Hwy. 100 Corridor Market Analysis and Master Plan. The six proposals were submitted from the following firms: Gensler, Graef, Gruen Gruen & Associates/Ayers, Place Dynamics LLC, SB Friedman, and Vandewalle & Associates, Inc.; and,

WHEREAS, following an initial discussion of each of the consultant proposals, the Development Department Review Committee agreed that the strongest proposals were those offered by Gensler and SB Freidman. These two firms were invited to interviews with the Development Department Review Committee; and,

WHEREAS, after conducting consultant interviews and discussions, the Committee arrived at the conclusion that the proposal offered by Gensler is best suited to the specific task of preparing the Hwy. 100 Corridor Market Analysis and Master Plan. The Development Department Review Committee believes that this consultant team is best suited to conduct the project; and,

WHEREAS, of the six applicants initially submitting proposals for review, the two highest ranking submittals were interviewed and it was determined that Gensler is the most qualified of the applicants; and,

WHEREAS, it is therefore necessary to enter into a professional services contract with the Gensler for the Hwy. 100 Corridor Market Analysis and Master Plan.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis as follows:

1. That the Gensler proposal, hereby attached and made a part hereof, is hereby accepted.
2. That the City Attorney be and is hereby authorized to make such non-substantive changes, modifications, additions and deletions to and from the various provisions of the contract, including any and all attachments, exhibits, addendums and amendments, as may be necessary and proper to correct inconsistencies, eliminate ambiguity and otherwise clarify and supplement said provisions to preserve and maintain the general intent thereof, and to prepare and deliver such other and further documents as may be reasonably necessary to complete the transactions contemplated therein.


BE IT FURTHER RESOLVED that the Director of Development is authorized, on behalf of the City, to execute the aforesaid contract documents.

BE IT FURTHER RESOLVED by the Common Council of the City of West Allis that \$150,000 was authorized with the 2018-2019 carryovers approved May 7, 2019 at the Common Council and the study will be charged to account number 100-2301-523-3002, General Fund, Professional Services/Consultants, for work associated with the contract for the Hwy. 100 Corridor Market Analysis and Master Plan.

cc: Department of Development
Finance Department

DEV-R-971-6-18-19

ADOPTED JUN 18 2019



Steven A. Braatz, Jr., City Clerk

APPROVED 6/21/19



Dan Devine, Mayor