

TOWN OF COTTAGE GROVE

Request for Proposal for Planning Services

SUMMARY

The Town of Cottage Grove, Dane County, Wisconsin, requests proposals to provide professional planning services. Proposals must be received no later than 12:30 P.M. on Friday, October 30, 2026. Proposals received after this date and time may not be considered. Selected finalists will be expected to appear before the Town Board on a yet to be determined date/

Please submit six (6) unbound copies of your proposal by mail and one electronic copy to:

RFP -- Planning Services
The Town of Cottage Grove
Attn: Kim Banigan, Clerk-Treasurer
4058 County Road N, Cottage Grove, WI 53527
Email: clerk@tn.cottagegrove.wi.gov

Notwithstanding any other provisions of this RFP, the Town reserves the right to reject any or all proposals, to waive any irregularity in a proposal, and to accept or reject any item or a combination of items, when to do so would be to the advantage of the Town or its taxpayers. It is further within the right of the Town to reject proposals that do not contain all elements and information requested in this document. The Town may also identify more than one service provider in order to ensure backup or obtain specialized expertise, if it determines that it is in the best interests of the public to do so. The Town of Cottage Grove shall not be liable for any losses incurred by any responders throughout this process.

GENERAL INFORMATION

The Town of Cottage Grove is located in south-central Wisconsin, in eastern Dane County, about ten miles east of downtown Madison. Its land area includes about 31 square miles. It is bisected by County Highways BB and N, bordered on the north by I-94, and US Highway 12/18 runs through the southern part.

The Town of Cottage Grove is bordered by the Town of Sun Prairie on the north, the Town of Pleasant Springs to the south, the Town of Deerfield to the east, and the City of Madison to the west. The Village of Cottage Grove has been incorporated from and is expanding into the northern part of the town. The Village of Cottage Grove, the City of Madison, and the Village of McFarland all have extraterritorial jurisdictions for land division review into the Town. The Town has a boundary agreement with Madison, but not with either of the two Villages.

The Town of Cottage Grove's current Comprehensive Plan (electronic copy enclosed) was last updated in 2022 and has been amended periodically over the years based on a procedure described in the Plan. The Town also has its own subdivision, design and site plan review, impact fee, and other ordinances, and partners with Dane County on county zoning reviews (e.g., rezonings, conditional use permits). The Town's Plan Commission is active in development review and planning matters. The Town participates in the County/State farmland preservation program.

The Town has had a moderate level of commercial and residential development proposals and pressure. It has actively sought commercial development near its Highway 12/18/N interchange and entertains occasional residential subdivision proposals, particularly near the Village of Cottage Grove and on the Town's southwest and southcentral side. This being said, the Town retains a strong interest in farmland and natural area preservation. The Town

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has an active transfer of development rights program to help achieve the above objectives. The Town's position relative to three incorporated municipalities is an ongoing challenge.

SCOPE OF SERVICES

The Town of Cottage Grove wishes to contract with an outside consulting firm or individual to provide planning and development review services, referenced herein after as "Town Planner". The purpose of this Request for Proposals ("RFP") is to retain a consulting Town Planner who has experience with towns to provide services to the Plan Commission and Town Board on an as needed basis, including assistance with the periodic review/amendment process of the Comprehensive Plan and land use related ordinances; developer and land owner meetings and advice on conceptual proposals; and review, reporting, and recommendations on of petitions for rezones, conditional use permits, and design/site plan review of commercial projects. Coordination with other Town professionals (e.g., engineering consultant, Town Clerk) and County planners is also expected. The Town Planner shall perform other duties as may be set forth within the Town's Comprehensive Plan, subdivision regulations and other Town ordinances, provide both short-term and long-term planning recommendations, or any additional planning matters as directed by the Town.

QUALIFICATIONS

1. Knowledge of and experience with planning, land development ordinances, and development review for town governments, and the relationship between town and county planning and zoning.
2. Knowledge of and experience with intergovernmental boundary agreements.
3. Knowledge of, and ideally experience with, farmland preservation and transfer of development rights programs.
4. Demonstrated ability to work collaboratively with a range of interests in rural/suburban planning and land use.
5. Key qualified personnel specifically assigned to the Town with little turnover.

RESPONSIBILITIES

1. Maintain an accurate understanding of the Town's comprehensive plan, subdivision regulations and other town ordinances and policies.
2. Consult with the Plan Commission and Town Board to update the Comprehensive Plan periodically as specified in the Comprehensive Plan. (The next 10-year full review will be in 2032, with minor amendments considered every three years beginning in 2029).
3. Advise on amendments to land development regulations administered by the Town.
4. Review assigned development proposals and consult with proposals and others involved in the review.
5. Advise on intergovernmental boundary agreements and other special projects if requested.
6. Provide services on an as-needed basis at an hourly rate.
7. Maintain planning-related documents and maps.
8. Represent the Town to residents and landowners respectfully.

CONTENT OF PROPOSAL

Proposals shall contain the following information:

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1. COVER LETTER AND INTRODUCTION including the name of the firm or individual and the name and contact information of the person(s) authorized to represent the company regarding all matters related to the proposal.
2. STATEMENT OF UNDERSTANDING: The prospective consultant shall state its understanding of the needs of the Town related to the Town Planner position.
3. DETAILED SCOPE OF SERVICES: The prospective consultant shall state in detail the services it proposes to perform to meet the planning, preservation, and land development needs and interests of the Town, and how those services will fit within the goals and policies of the Town.
4. STATEMENT OF QUALIFICATIONS: The prospective consultant shall provide documentation which substantially demonstrates its ability to meet the planning needs of the +Town, including:
 - a. Information detailing experience with other towns with similar geographic profiles, demographics, needs, and interests.
 - b. Representative list of current clients with reference contacts of three town clients.
 - c. Three to five samples of planning documents, development review memos, maps, and other documents relevant to the Town's requested services.
5. Resumes of key personnel to be performing the planning functions for the Town, including education, applicable experience, and professional certifications;
6. FEE SCHEDULE identifying specific rates for services and meeting attendance including sample invoice detail, billing schedule and travel and mileage charges;
7. Any additional information that you feel is pertinent in the Town's decision on selecting a planning consultant, not exceeding five additional pages.

INQUIRIES

No telephone interviews or solicitations.

Prospective service providers may submit questions by mail or e-mail to:

Town of Cottage Grove
Attn: Kim Banigan, Clerk-Treasurer
4058 County Road N, Cottage Grove, WI 53527
Email: clerk@tn.cottagegrove.wi.gov

OFFER EXPIRATION DATE

Proposals in response to this RFP will be valid for sixty (60) days from the proposal due date. The Town reserves the right to ask for an extension of time if needed.

OWNERSHIP OF MATERIALS

All materials submitted in response to the RFP become the property of the Town of Cottage Grove and supporting materials will not be returned. The Town of Cottage Grove is not responsible for any costs incurred by the company in the preparation of the proposal or for presentation or related meeting time.

SERVICE AGREEMENT AND INSURANCE

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The successful service provider will be asked to enter into a yearly service agreement and to provide a certificate of insurance showing coverage for liability, workers' compensation, and automobile. The service agreement will contain a provision specifying a deadline for submitting invoices. Any invoices submitted for services not billed in accordance with the deadline may, at the sole discretion of the Town, be considered invalid and payment may be refused. Any future relationship between the Town Planner and the Town will be an "at will" relationship and may be terminated by either party, for any reason, following a 30-day notice.

INDEPENDENT CONTRACTOR STATUS

The Town Planner will not be an employee of the Town and must meet the IRS requirements for designation as an independent contractor or firm.

CONFLICT OF INTEREST

The Town of Cottage Grove requires that service providers disclose conflicts of interest when they may occur. The Town, at its discretion, may arrange for alternative third-party support in such cases. In general, the Town will not allow a service provider to review applications from a client of the service provider. Past or pending client relationships may or may not be determined to be conflicts, but should always be disclosed and discussed with the Town. The Town seeks a Town Planner who will not also represent landowners or developers in the Town, or any incorporated municipality abutting the Town.