

August 6, 2020

Jack Zabrowski
City of La Crosse
400 La Crosse Street, 3rd Floor
La Crosse, WI 54601

Delivered electronically to: zabrowskij@cityoflacrosse.org

RE: Conceptual Public Right of Way Illustrations Request for Proposals

Dear Mr. Zabrowski and Members of the Selection Committee,

Toole Design is pleased to submit our proposal to develop conceptual illustrations of the public right of way (ROW) in Downtown La Crosse. The illustrations will demonstrate how space within the existing right-of-way could be reallocated to accommodate safe multimodal travel, including bicycling and walking, providing space for green infrastructure and street trees, and creating spaces for people to dine, relax, and recreate. These illustrations will be a resource for City staff to build support for implementing truly Complete Streets as called for in the La Crosse Transportation Vision developed by Toole Design. We are excited about the opportunity to support La Crosse in this effort to make Downtown more multimodal and an even more attractive destination than it already is.

Toole Design is highly skilled in graphic communication. Our team of graphic artists, urban designers, landscape architects, and engineers work together to ensure that illustrations display features that meet the needs of the community, but also are constructible and maintainable, and meet state and national design guidance. Our graphics include hand renderings, digital 3D and 2D illustrations, photorealistic simulations, and animation. Our visuals are persuasive, conveying information quickly and effectively. We have developed design manuals with extensive graphic content and we regularly prepare graphic materials for use at public meetings, open houses, charrettes, national conferences and workshops.

Toole Design has developed detailed drawings, diagrams, renderings, and cross sections to convey critical street design elements in a format that can be understood by the layperson, and yet still provide the technical content that designers need. We are adept at pulling together diverse graphic styles from multiple municipal documents into one uniform and coherent approach. We work closely with our clients to determine the most effective style for graphics – some of our clients have preferred a no-nonsense, “engineered” look, while others have preferred graphics that are more artistic. We are capable of both and look forward to discussing this with City staff.

La Crosse has an opportunity for a broad transformation of its Downtown, and Toole Design is excited to be a part of it. We are confident in our team’s ability to deliver the highest quality work and we will commit the resources to perform the work on schedule and within budget. If you have any questions, please contact me at 608.663.8081 or kluecke@tooledesign.com, Thank you for considering our team, and we look forward to hearing from you.

Sincerely,



Kevin Luecke | Regional Office Director

Scope of Work

Toole Design will begin the project with a Kickoff Meeting with City staff to discuss the parameters of each illustration to be produced. Toole Design staff will provide input on the elements of each illustration, but City staff will be expected to provide the final ROW cross section to be detailed in each illustration. At the Kickoff Meeting the project team will identify the location and perspective of each illustration, finalize the cross section to be illustrated at each location, and discuss design details such as the style of barrier to use along separated bike lanes.

Following the Kickoff Meeting, Toole Design staff will produce the following draft illustrations:

1. A two-way or one-way barrier separated cycle track on 2nd, 3rd, or 4th Streets.
2. Single (one-way) bike lane on 3rd or 4th Streets requiring removal of parking from one side.
3. Expanded sidewalks (25-30 feet) on 3rd and 4th using space created when removing parking off both sides.
4. A larger overhead plan view of a revised traffic pattern on; 2nd, 3rd and 4th Streets, changing the one-way pairs of 3rd and 4th back to two-way traffic to encourage commerce, long truck and bus movements, and bicycle-pedestrian safety and mobility.

Example illustrations that Toole Design has prepared for other projects are provided at the conclusion of this proposal.

Each illustration will be provided as an initial draft PDF to City staff for review. The illustrations for this initial draft may be provided in a “rough” version to ensure that dimensions and the street layout are correct before time is spent finalizing the illustration. All illustrations will depict street designs that adhere to standards from the Wisconsin Department of Transportation, the National Association of City Transportation Officials (NACTO), and the American Association of State Highway Transportation Officials (AASHTO).

Following review of the initial draft illustrations, Toole Design will address comments from City staff and produce final draft illustrations for City staff review. City staff will again have the opportunity to provide comments on the illustrations, which Toole Design will then incorporate to produce final illustrations. The final illustrations will be provided in PDF, JPG, and PNG formats.

Project Team

This project will be led out of Toole Design’s Madison office, with support from staff in Boston and Minneapolis. The core project team will consist of:

- **Kevin Luecke**, Madison Office Director, will serve as the Project Manager. Kevin has worked on numerous projects in La Crosse and with the Wisconsin Department of Transportation, and is well versed in transportation issues facing Downtown La Crosse.
- **Pete Robie**, Urban Designer and Visualization Practice Lead, will oversee the development of the illustrations. Pete has extensive experience developing illustrations and graphics in a wide variety of styles to visualize how transformational projects will look when implemented.

The project team will be augmented by additional Toole Design urban designers and illustrators as needed to produce high quality illustrations within the project timeline.

Project Schedule

Toole Design has the capacity to meet the September 30, 2020 deadline specified in the RFP. The following project schedule is proposed, and we look forward to refining it with the City:

- **August 17:** Notice to proceed
- **Week of August 17:** Kickoff meeting
- **September 11:** Initial draft illustrations delivered
- **September 15:** City comments on initial draft illustrations due
- **September 22:** Final draft illustrations delivered
- **September 24:** City comments on final draft illustrations due
- **September 30:** Final illustrations delivered

Proposed Fee

The fee for this project is \$12,000. Half of the fee will be billed at the end of August 2020, while the remainder will be billed at project completion.

EXAMPLE ILLUSTRATIONS



MILWAUKEE PEDESTRIAN PLAN

MILWAUKEE, WI

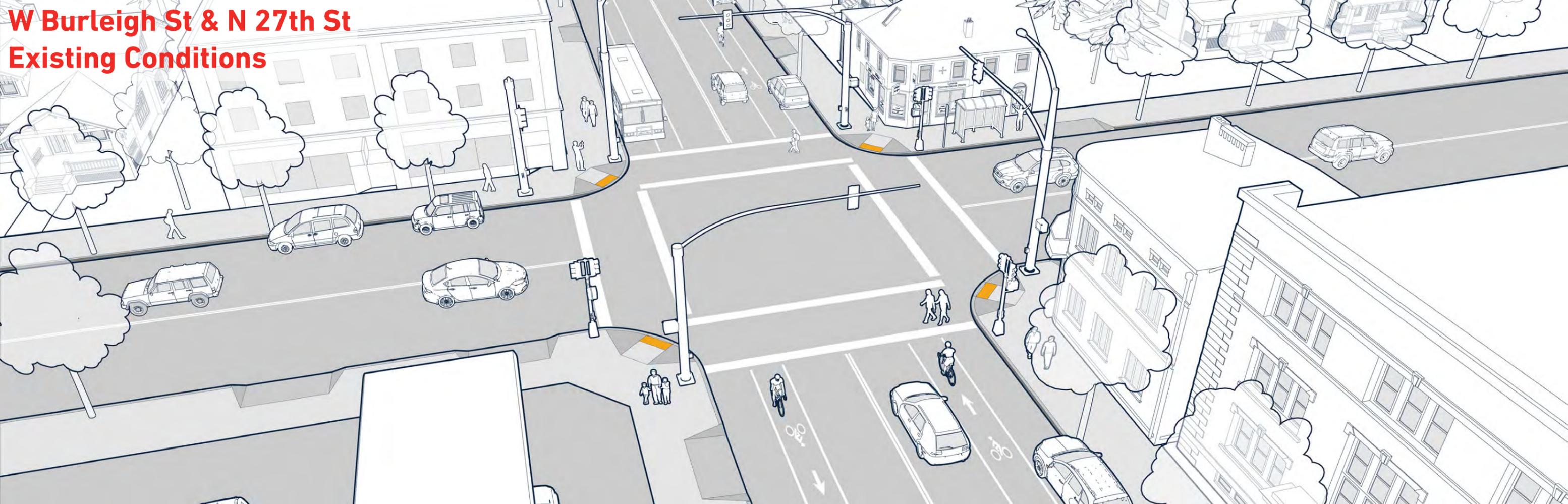
Toole Design worked with the City of Milwaukee Department of Public Works to develop the City's first comprehensive pedestrian plan. The plan makes recommendations for improving safety, accessibility, and comfort for people walking through changes to existing infrastructure and City policies and procedures.

The plan heavily uses perspective illustrations to demonstrate how specific pedestrian facilities and treatments can be applied to Milwaukee streets. The illustrations include general graphics that could apply anywhere in the city, as well as illustrations that depict existing conditions at a specific location, and short- and long-term recommendations for each location.

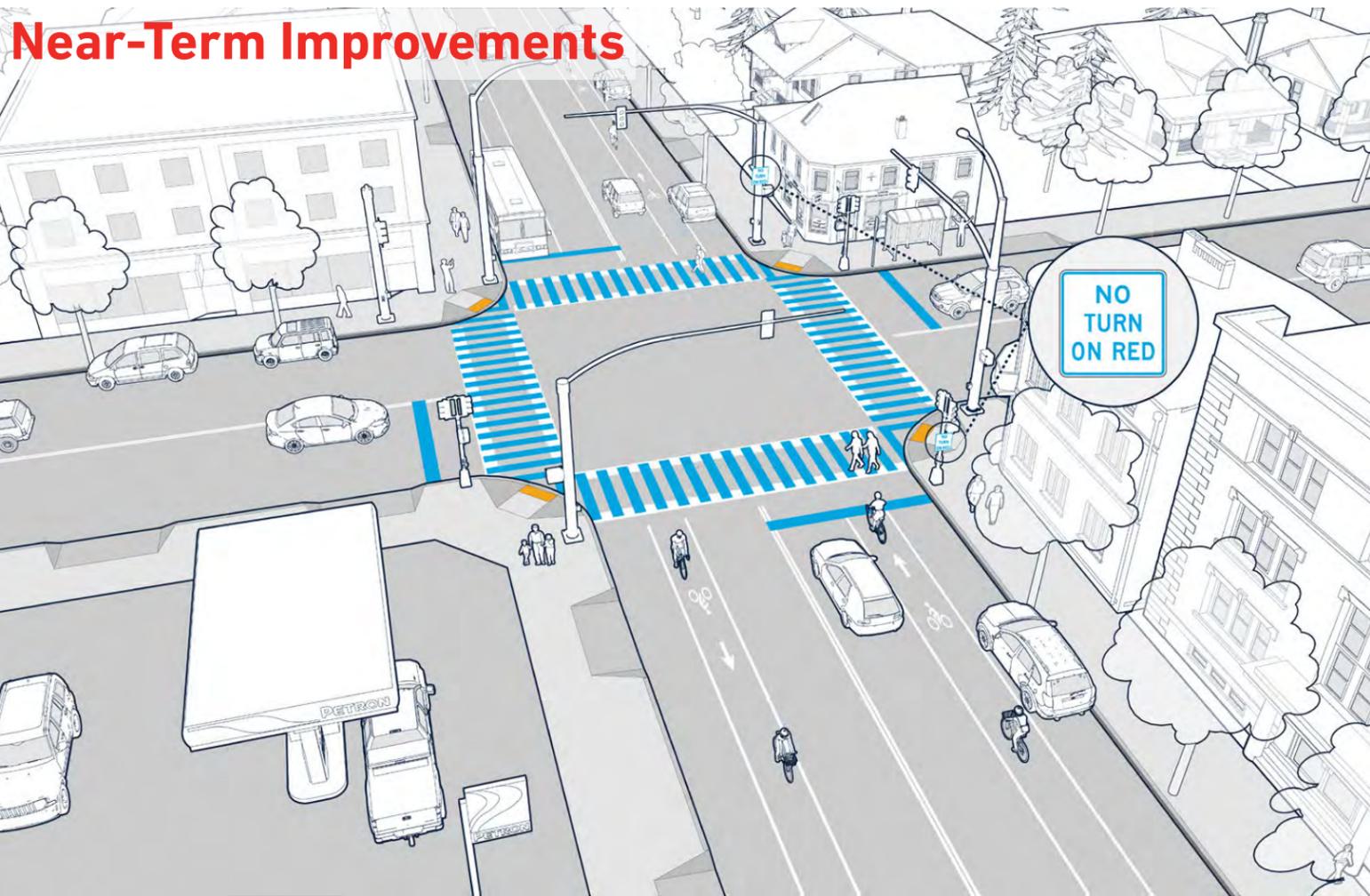


W Burleigh St & N 27th St

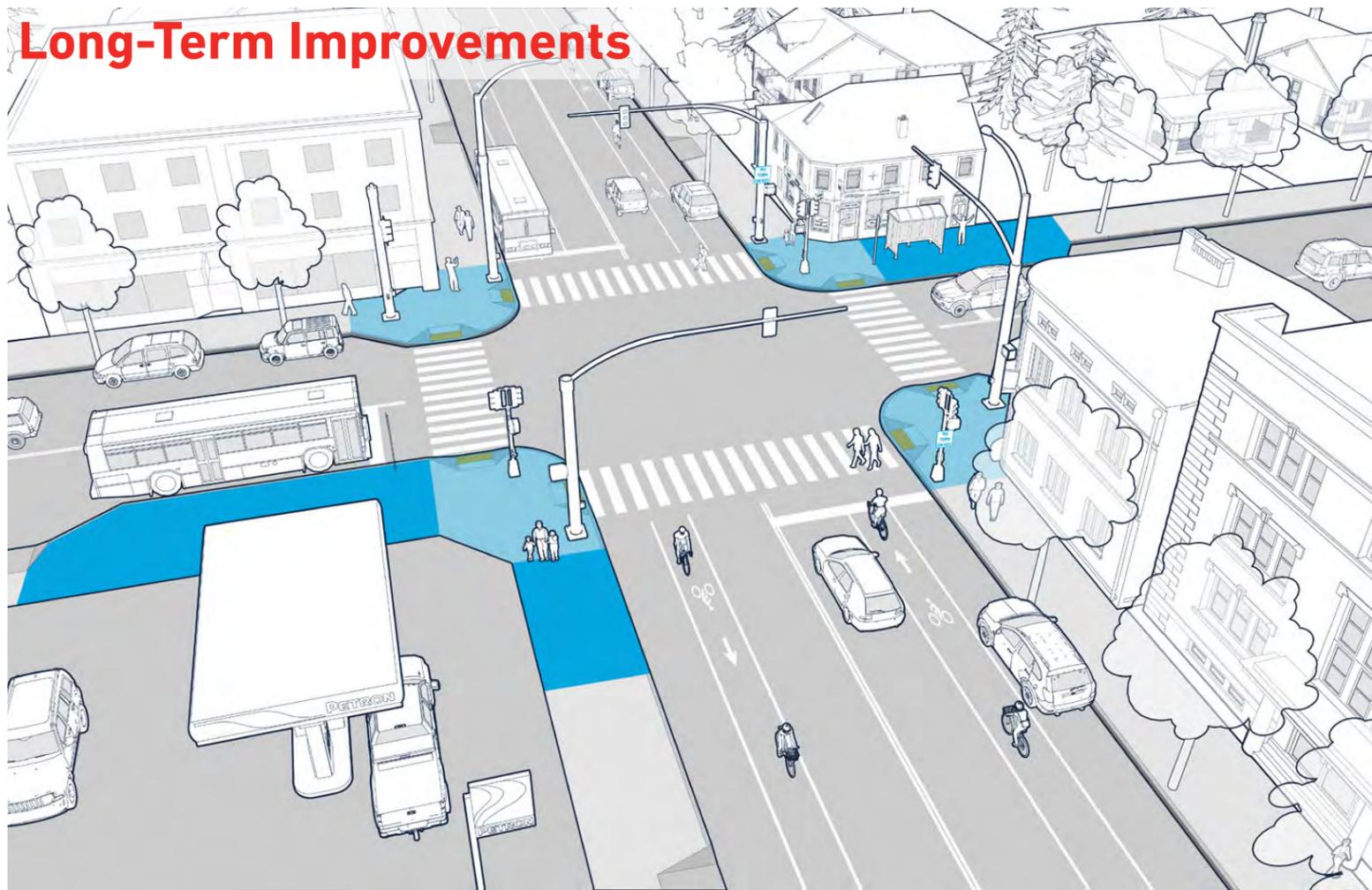
Existing Conditions

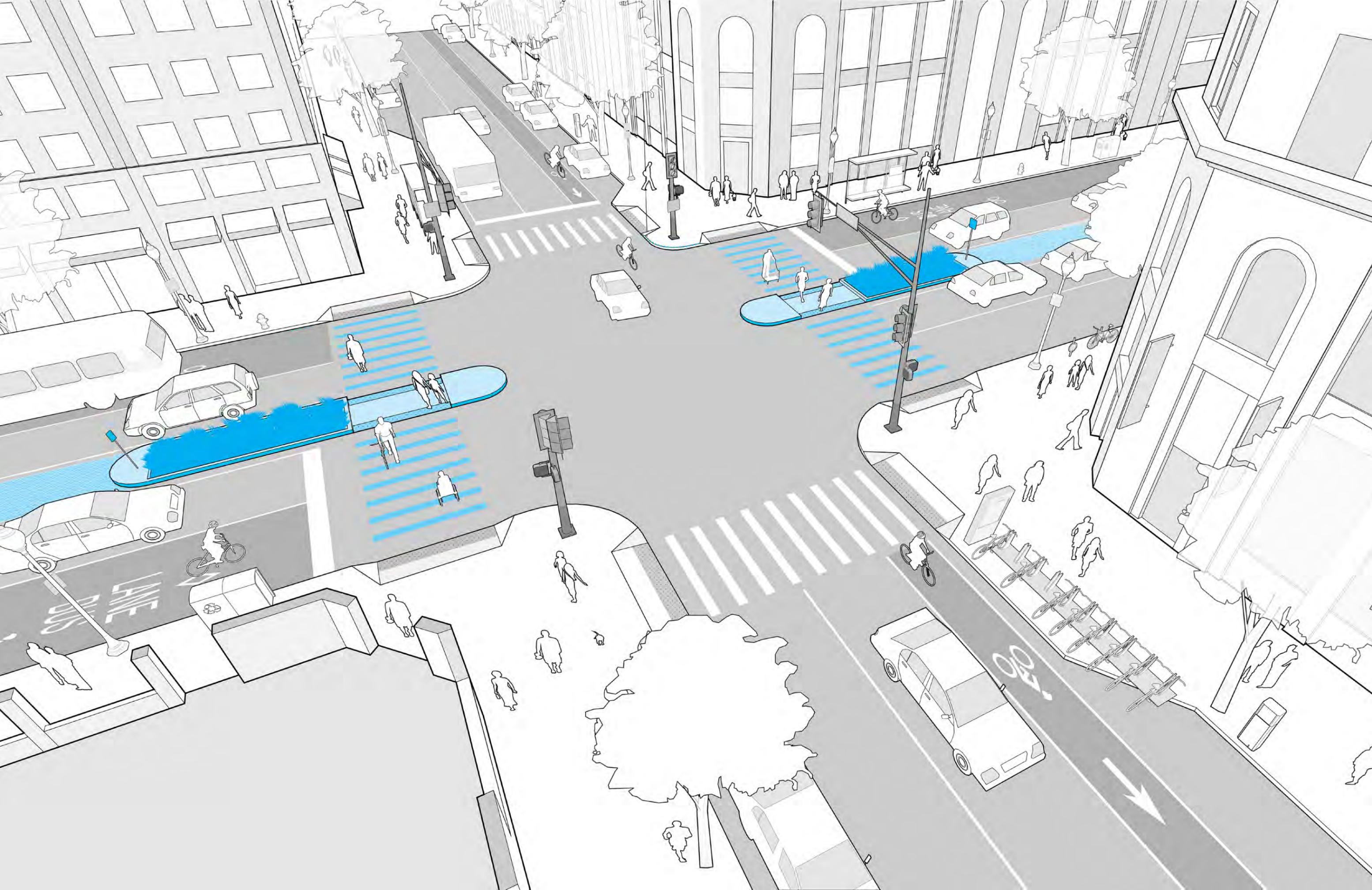


Near-Term Improvements



Long-Term Improvements





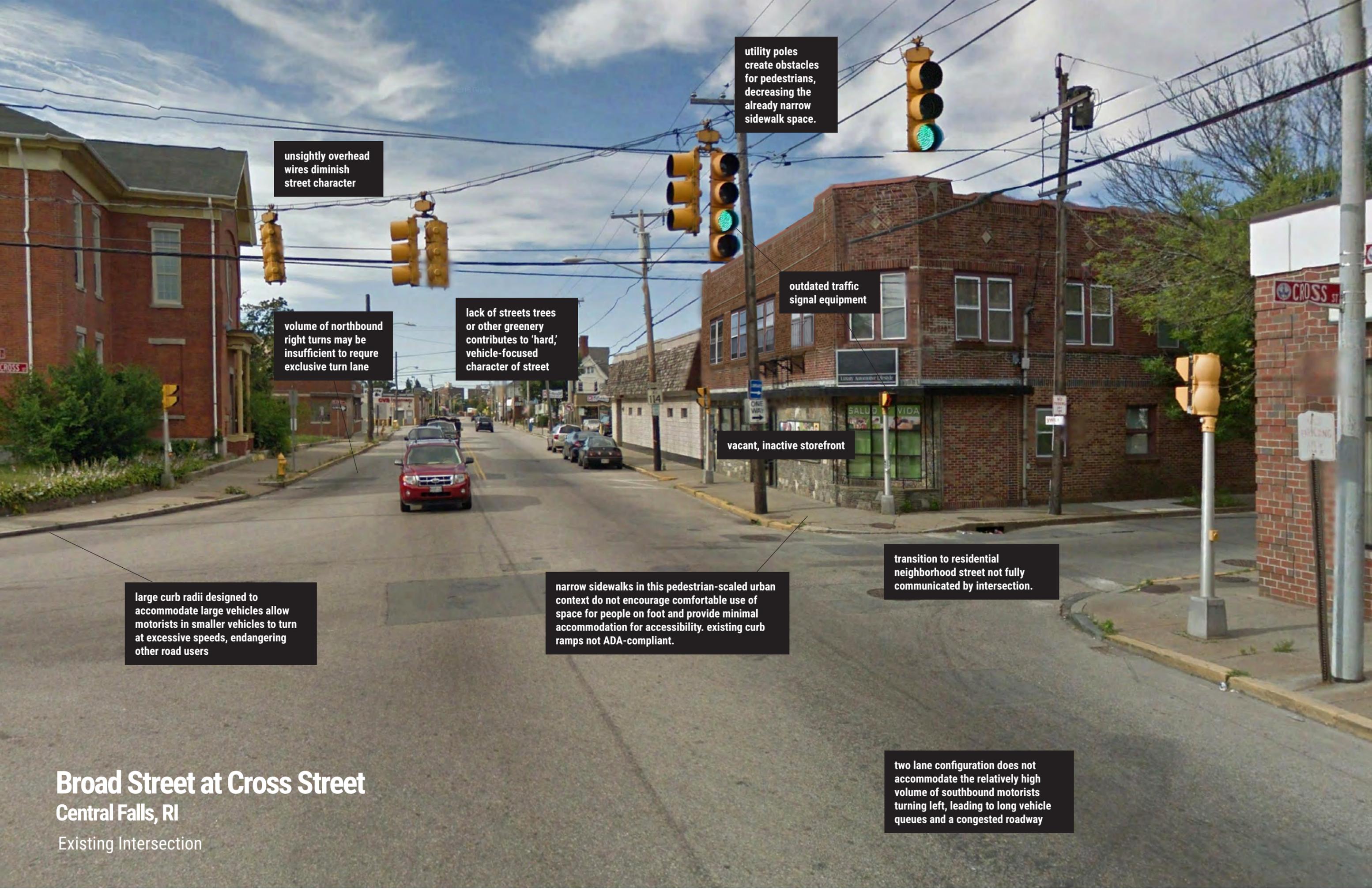
BROAD STREET CONCEPTUAL DESIGN AND RENDERING

CENTRAL FALLS, CUMBERLAND, AND PAWTUCKET, RI

Toole Design prepared photorealistic renderings conveying the conceptual designs that to the Cities of Central Falls, Cumberland, and Pawtucket, Rhode Island desired. The renderings conceptualize improvements to three intersections along Broad Street to establish a unified vision and distinctive character along corridor.

The rendered improvements include road diet opportunities, on-street parking, bus turn-outs, cafe seating, bicycle facilities, green infrastructure, crosswalk treatments, traffic control/signal coordination, utility design (including the undergrounding of utilities), bus shelters, bike rack, and pedestrian amenity design. The project intent (through the prepared renderings) was to create a cohesive, connected multimodal branded multimodal corridor that will improve the local business climate and resident and visitor experience by creating an attractive roadway that can be enjoyed by all users.





utility poles create obstacles for pedestrians, decreasing the already narrow sidewalk space.

unsightly overhead wires diminish street character

outdated traffic signal equipment

volume of northbound right turns may be insufficient to require exclusive turn lane

lack of streets trees or other greenery contributes to 'hard,' vehicle-focused character of street

vacant, inactive storefront

transition to residential neighborhood street not fully communicated by intersection.

large curb radii designed to accommodate large vehicles allow motorists in smaller vehicles to turn at excessive speeds, endangering other road users

narrow sidewalks in this pedestrian-scaled urban context do not encourage comfortable use of space for people on foot and provide minimal accommodation for accessibility. existing curb ramps not ADA-compliant.

two lane configuration does not accommodate the relatively high volume of southbound motorists turning left, leading to long vehicle queues and a congested roadway

Broad Street at Cross Street

Central Falls, RI

Existing Intersection

- ① southbound left turn lane
- ② raised crossing
- ③ street tree uplighting
- ④ activated storefront with outdoor seating
- ⑤ decorative street lighting
- ⑥ updated traffic signals
- ⑦ buried utilities
- ⑧ street trees
- ⑨ green stormwater infrastructure
- ⑩ public art
- ⑪ mountable truck aprons



Broad Street at Cross Street
 Central Falls, RI
 Sketch Concept



awkward parking configuration uses space inefficiently which could be dedicated to other uses

lack of streets trees or other greenery contributes to 'hard,' vehicle-focused character of street

wide intersection devoted to vehicular through travel lacks pedestrian-scale amenities to encourage people to remain in the space and support local businesses.

complex street and turn around configuration divides usable pedestrian space

small bus stop does not accommodate volume of transit vehicles or comply with current RIPTA bus stop design guidelines

wide intersection without refuge islands makes crossing difficult for pedestrians

large curb radii and slip lane designed to accommodate large vehicles allow motorists in smaller vehicles to turn at excessive speeds, endangering other road users

no bicycle accommodations present at this major intersection

Broad Street at Exchange Street

Pawtucket, RI Existing Intersection

- ① pedestrian refuge island
- ② street trees and vegetation
- ③ public space/outdoor dining
- ④ raised crossing
- ⑤ shared-street turn-around
- ⑥ exclusive pedestrian phase
- ⑦ vehicular- and pedestrian-scaled lighting
- ⑧ updated traffic signals / street signs
- ⑨ floating bus island / transit hub
- ⑩ bicycle left-turn queue box
- ⑪ bicycle lanes



Broad Street at Exchange Street
 Pawtucket, RI Sketch Concept A

- ① pedestrian refuge island
- ② street trees and vegetation
- ③ public/outdoor dining space
- ④ raised crossing
- ⑤ shared-street turn-around
- ⑥ shared bus-bike lane
- ⑦ transit hub
- ⑧ updated traffic signals / street signs
- ⑨ vehicular- and pedestrian-scaled lighting
- ⑩ mountable truck aprons



Broad Street at Exchange Street
 Pawtucket, RI Sketch Concept B

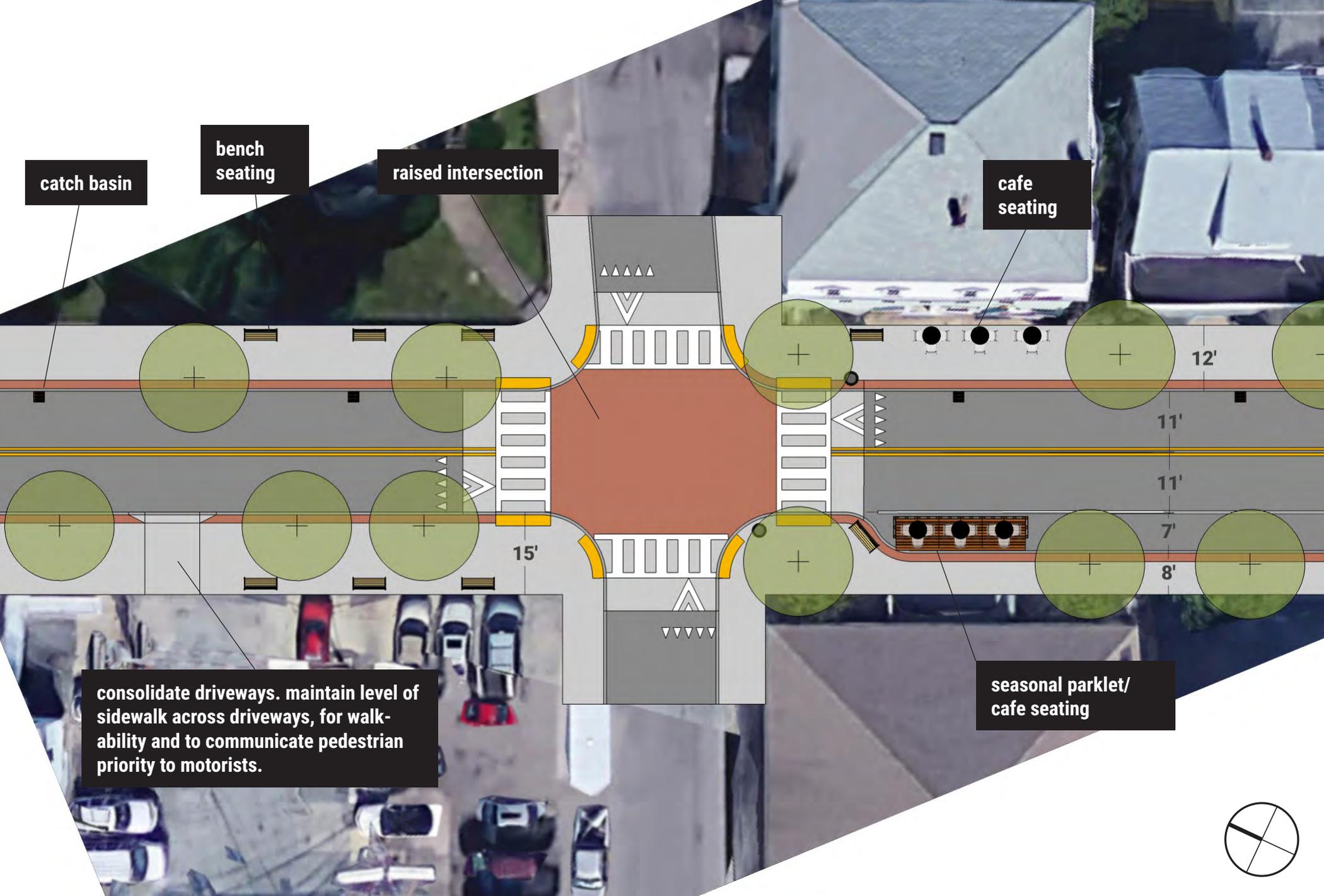
Broad Street at Titus Street, Cumberland, RI

Existing Intersection

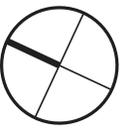


Broad Street at Titus Street, Cumberland, RI

Sketch Concept



consolidate driveways. maintain level of sidewalk across driveways, for walkability and to communicate pedestrian priority to motorists.



Broad Street at Titus Street
Cumberland, RI
Existing Intersection



CUMBERLAND
FIRE CENTER
724-1180

PIZZA MAN
724-1180
SPECIALTY WRAPS
SHAWARMA
\$7
FALAFEL
\$6

Broad Street at Titus Street

Cumberland, RI
Sketch Concept

- 1 seasonal parklet/cafe seating
- 2 bench seating
- 3 driveway consolidation
- 4 street trees
- 5 raised intersection
- 6 decorative lighting
- 7 cafe seating
- 8 catch basins



PROVIDENCE COMPLETE STREETS AND URBAN TRAIL MASTER PLAN

PROVIDENCE, RI

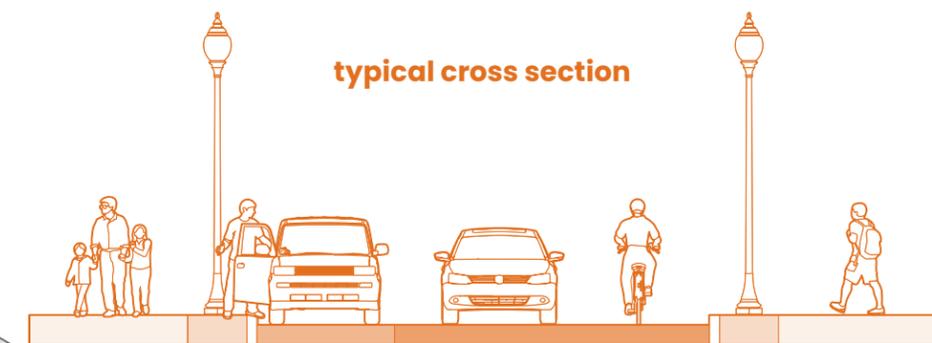
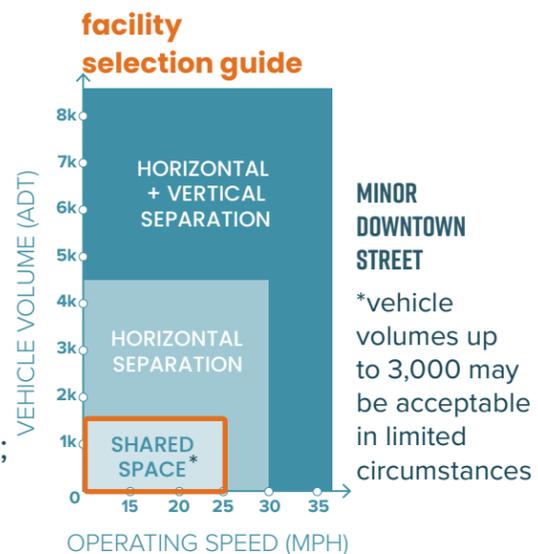
Branded as the Great Streets PVD Plan, the Complete Streets and Urban Trail Master Plan has an ambitious goal of connecting all 25 Providence neighborhoods to a network of low-stress urban trails, such as off-street paths, on-street protected bikeways, and neighborhood greenways.

The project included a comprehensive Implementation Guide that provides detailed instructions for building all public realm improvements related to the Great Streets PVD Plan. The guide contains plan-view, cross-section, and three-dimensional drawings of urban trails and Complete Streets, photos and renderings of streetscape elements such as parklets, plazas, lighting, and bike parking. These illustrations help users envision what a street can look like when the principles in the Great Streets PVD Plan are implemented.



MINOR DOWNTOWN STREET

Minor Downtown Streets are correlated with Downtown B streets in the Zoning Ordinance excepting the following streets, which should be treated on a case-by-case basis: Broad from Empire to 95; Sabin/Broadway; Washington through Kennedy Plaza; Memorial from Washington to Westminster; East Franklin; West Exchange; Friendship; Pine; Dorrance from Washington to Exchange; Canal; Smith; Charles; Orms.



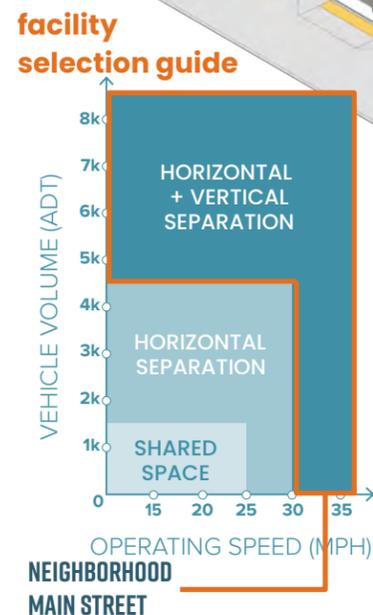
	sidewalk	landscape buffer ¹	parallel parking	1 travel lane	2 travel lanes ²	landscape buffer ¹	sidewalk
rec	8'	3'	7'	9'	16'	3'	8'
min	5'	0'	7'	9'	12'	0'	5'
max	-	-	8'	10'	18'	-	-

¹ Curbless Minor Downtown Streets should have buffer spaces of at least 2' and should contain a vertical element or another detectable edge to aid visually-impaired people in navigation.
² The travelway on two-way Minor Downtown Streets with on-street parking may be as narrow as 12' if parking utilization is low or if curbside space is designated for vehicles to yield to oncoming vehicle traffic.

- example streets**
- » Snow Street
 - » Orange Street
 - » Elm Street

NEIGHBORHOOD MAIN STREET

Neighborhood Main Streets are the hub of community life and culture within Providence's diverse neighborhoods. Though Neighborhood Main Streets throughout Providence may have similar uses and functions – for example, shops, restaurants and cafes, pharmacies, and community centers – each maintains a distinct and unique sense of place. When traveling through or stopping along Neighborhood Main Streets, people feel connected to the people and history of the neighborhood.



typical cross section

	sidewalk	landscape buffer ¹	bike lane & buffer ²	parallel parking	travel lane ³	travel lane ³	parallel parking	bike lane & buffer ²	landscape buffer ¹	sidewalk
rec	10'	5'	9.5'	8'	10'	10'	8'	9.5'	5'	10'
min	5'	0'	5'	7'	9'	9'	7'	5'	0'	5'
max	-	-	-	8'	11'	11'	8'	-	-	-

¹ When the project is located within a stormwater priority area, space for stormwater infiltration should be maximized, where appropriate.
² Where available space for the bike lane exceeds 8', vertical separation should be used. Where available space for the bike lane exceeds 6', provide a painted buffer between parked cars and the bike lane where there is parallel parking, or between travel lanes and the bike lane where no parallel parking is located. In some cases where total bike lane space is 10-14' for both directions, both directions of bike traffic should be consolidated on one side of the street in a bidirectional facility.
³ 11' travel lanes are preferable on bus routes.

- example streets**
- » Broad Street
 - » Hope Street
 - » Smith Street
 - » Atwells Avenue