

CITY OF WISCONSIN DELLS MEETING AGENDA

MEETING DESCRIPTION: FINANCE COMMITTEE

DATE: Monday, March 20, 2017 **TIME:** 6:15 P.M. **LOCATION:** MUNICIPAL BUILDING COUNCIL CHAMBERS - 300 LA CROSSE STREET, WISCONSIN DELLS, WI 53965

				COMMITTEE MEMBERS		
		Ald. Brian Holzem Chair	Ald. Mike Freel			
		Mayor Brian Landers	Ald. Dar Mor			

AGENDA ITEMS	
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1	CALL TO ORDER, ATTENDANCE NOTED
2	APPROVAL OF THE FEBRUARY 13, 2017 MEETING MINUTES
3	DISCUSSION AND DECISION ON SCHEDULE OF BILLS PAYABLE DATED MARCH 20, 2017; AND ANY OTHER RELATED FINANCIAL INFORMATION
4	DISCUSSION AND DECISION TO APPROVE MSA COST PROPOSAL FOR DESIGN STANDARDS/SIGN ORDINANCE UPDATES
5	DISCUSSION AND DECISION TO APPROVE MSA TASK ORDER FOR EDDY STREET SIGNAL DESIGN
6	DISCUSSION AND DECISION TO AMEND THE SCHEDULE OF FEES TO ESTABLISH FEE GUIDLELINES FOR CONSENT & INDEMNIFICATION AGREEMENTS
7	DISCUSSION AND DECISION TO APPROVE CONSENT & INDEMNIFICATION AGREEMENT AND SET FEE FOR RRAD DEVELOPMENT LLC PARCELS 11291-458 & 11291-466.3
8	DISCUSSION AND DECISION TO APPROVE CONSENT & INDEMNIFICATION AGREEMENT AND SET FEE FOR RICHARD MAKOWSKI & RICH & CHET PARTNERSHIP PARCELS 291 0170-00000, 0191-00000 & 291 0141-00000
9	DISCUSSION AND DECISION TO APPROVE ZEBRADOG PROPOSAL FOR TOTEM ART/MOSAIC TILE DESIGN
10	DISCUSSION AND DECISION TO APPROVE ZEBRADOG PROPOSAL FOR RIVERWALK GATEWAY DESIGN
11	DISCUSSION AND DECISION TO APPROVE ZEBRADOG PROPOSAL FOR WAYFINDING – PHASE 1 DESIGN
12	CONVENE INTO CLOSED SESSION PURSUANT TO WISCONSIN STATE STATUTES 19.85(1)(e) FOR DISCUSSION, DELIBERATION AND DECISION ON NEGOTIATING A CONTRACT
13	RECONVENE INTO OPEN SESSION FOR DISCUSSION AND DECISION IF APPLICABLE
14	ITEMS FOR REFERRAL TO FUTURE MEETINGS
15	ADJOURN

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	ALD. BRIAN HOLZEM, CHAIRMAN
	POSTED AND DISTRIBUTED: 03/17/2017

	<p>Open Meetings Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.</p>
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SCHEDULE OF BILLS PAYABLE
MARCH 20, 2017
MONDAY
COMMON COUNCIL

10	GENERAL FUND	2,385,196.97
13	DEBT SERVICE FUND	0
14	CAPITAL PROJECTS FUND	7,474.25
26	FIRE SERVICE FUND	44,147.89
27	RIVER & BAY FUND	5,964.43
50	PARKING UTILITY FUND	20,452.79
53	SEWER FUND	38,232.79
52	WATER FUND	5,088.83
59	ELECTRIC FUND	536,125.47
	TOTAL	3,042,683.42



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Memo

To: Chris Tollaksen, Wisconsin Dells Zoning Administrator
From: Steve Tremlett
Subject: Design Standards & Signage Ordinance Update Cost Proposal
Date: February 21, 2017

Chris,

Per your request, MSA can provide design standards and sign ordinance updates related to the below tasks and deliverables under our current contract for an estimated fee of \$3,500. I can get started as soon you sign off on the work via email or by mail.

SCOPE OF WORK

- Coordination with Zoning Administrator & DRC Chair (as needed)
- Research example regulations to the below deliverables:
 - Develop Outdoor Food Service and Outdoor Retail Standards and Guidelines
 - Develop Window Covering Standard and Guidelines
 - Develop Billboard height and structural support standards/regulations
- Attend 2 DRC meetings to review and discuss proposed amendments, as follows:
 - 1st Meeting (March 8): Review proposed content
 - 2nd Meeting (April 12): Review revised content
- Minor revisions per feedback from the DRC
- Final deliverable shall be in InDesign and PDF format

Thanks!

Steve Tremlett, AICP, CNU-A
MSA Professional Services, Inc.

Offices in Illinois, Iowa, Minnesota, and Wisconsin

2901 International Lane, Suite 300, Madison, WI 53704-3133

(608) 242-7779 (800) 446-0679

FAX: (608) 242-5664 WEB ADDRESS: www.msa-ps.com

Page 1 of 1 P:\80s\85\00085068\Contract\85068_StandardsUpdate_Memo_0202117.doc



Professional Services Agreement

PROFESSIONAL SERVICES

More ideas. Better solutions.

This AGREEMENT (Agreement) is made today March 6, 2017 by and between CITY OF WISCONSIN DELLS (OWNER) and MSA PROFESSIONAL SERVICES, INC. (MSA), which agree as follows:

Project Name: Eddy Street Signal Design

The scope of the work authorized is: See Attached – Task 1 Only

The schedule to perform the work is: Approximate Start Date: March 20, 2017
Approximate Completion Date: Sept 1, 2017

The lump sum fee for the work is: \$43,000

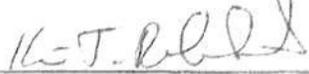
All services shall be performed in accordance with the General Terms and Conditions of MSA, which is attached and made part of this Agreement. Any attachments or exhibits referenced in this Agreement are made part of this Agreement. Payment for these services will be on a lump sum basis.

Approval: Authorization to proceed is acknowledged by signatures of the parties to this Agreement.

CITY OF WISCONSIN DELLS

MSA PROFESSIONAL SERVICES, INC.

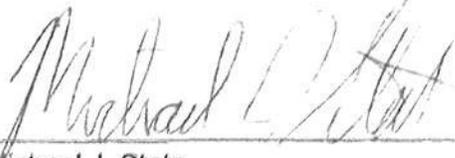
Brian Landers
Mayor
Date: _____



Kevin J. Ruhland
Team Leader
Date: 3-6-17

Attest: City/Township/Village Clerk (WI Only)

Clerk Name: Nancy R. Holzem
Date: _____



Michael J. Statz
Program Manager
Date: 3-6-17

300 LaCrosse Street
Wisconsin Dells, WI 53965
Phone: 608-254-2012

2901 International Lane, Suite 300
Madison, WI 53704
Phone: 608-242-7779

**Scope of Services Update
For City of Wisconsin Dells
Traffic Analysis and Improvements
(Downtown Area)
March 6, 2017**

This scope is to assist the City of Wisconsin Dells with design plans and traffic operations analysis for the downtown area. Preliminary findings indicate that the installation of a traffic signal at the intersection of Broadway and Eddy Street that is coordinated with the River Road/Superior Street signal will improve operations throughout the downtown. In discussions with City Officials and Staff, as well as feedback from WisDOT staff, the following long term project outline was identified to improve the overall traffic safety and operations within the downtown:

1. Design and prepare construction documents for the installation of a Traffic Signal for the Broadway and Eddy Street intersection. The signal should be operational prior to Memorial Day 2018
2. Collect traffic data to study vehicle and pedestrian safety and operations with the new Eddy Street signal. This data collection would occur during the summer of 2018 to help determine if additional improvements or changes to traffic patterns are necessary to further improve traffic safety and operations.
3. Finalize the traffic study and recommend any additional improvements to the downtown area, in particular Superior Street. The Superior Street pavement will be close to needing repair by the 2020 construction season. A traffic study will determine if the segment should be designed to accommodate different traffic flow, parking, or multimodal needs, and if those should be included in the design recommendations. The study and recommendations should be completed in the fall of 2018.
4. Redesign Superior Street from Broadway to La Crosse Street based on the recommendations of the 2018 study. Improvements could also include restriping and/or changes to La Crosse Street and/or Washington Street in close proximity to Superior Street to facilitate the necessary overall traffic flow plan. Design plans are planned to be completed in 2019 with a possible construction start in the fall of 2019 with an optimal goal of construction being completed prior to Memorial Day 2020.

Based on this outline of projects, the following is a more detailed discussion of Tasks 1 through 3. Once the findings of the study are complete, a cost estimate for the design of Superior Street can be prepared.

Task 1. Eddy Street Traffic Signal Design – Lump Sum Fee of \$43,000

To complete the design of a traffic signal at the intersection of Broadway and Eddy Street, the following tasks are recommended to be undertaken

Task 1A – Field Survey

MSA will complete a field survey of the intersection area to document existing conditions. The survey will include existing roadway geometry, sidewalk locations, overhead and underground utilities (including storm sewer), signage, landscaping, and other above ground features located within or

adjacent to the roadway right-of-way with the project limits. Project limits are defined as along Broadway from the radius return immediately east of La Crosse Street to the radius return immediately west of River Road/Superior Street (approx. 650 feet) and along Eddy Street from Broadway to La Crosse Street (approximately 350 feet). Survey will generally be from building face to building face along both streets.

Additionally, MSA will document existing right-of-way by surveying property lines and utilizing GIS data provided by the City. It is expected that all signal equipment fit within the existing right-of-way. Should this prove not true, MSA will coordinate with the City on potential alternatives and any scope amendments.

In preparation of the base map for project plan deliverables, it is anticipated that as-built plans are available from the City and/or WisDOT for sanitary sewer, water main, and storm sewer from recent construction projects. These plans will be used to assist in the creation of an existing conditions map/survey and verify utility connections.

Task 1B – Traffic Signal Plans, Specifications, and Estimate

It is assumed for this subtask that the signal installation will be a retrofit project, with minimal geometric changes to accommodate relocated pedestrian crossings at the intersection. MSA will prepare traffic signal plans for the intersection of Broadway & Eddy Street. Plans will include a plan view sheet, sequence of operations chart, cable routing sheet, and pavement marking and permanent signage plan. Additional details for curb ramps, minor sidewalk and curb replacement, and pavement replacement (in order to remove the in-pavement lighting system and install new conduit) are included.

Pavement Markings will include the restriping of Eddy Street as a “Northbound Only” Street with a relocated pedestrian crossing of Broadway at Eddy Street to the east side of the intersection due to the overall operational benefits to the entire roadway network for both pedestrians and vehicles. Northbound Eddy Street would permit left and right turning vehicles. Traffic will not be allowed to turn from Broadway onto Eddy Street. Parking will be restriped to accommodate northbound traffic, but no reconstruction of Eddy Street is included at this time.

It is anticipated that some of the decorative fence on the southeast corner of the intersection will be removed, and that the fence can either be salvaged and reinstalled, or that the City can provide plans for the previous installation as a basis for any new railing. Removal, replacement, or design of the planter boxes along the north side of Broadway are not included and are assumed to remain.

It is assumed that traffic control will be handled using WisDOT Standard Detail Drawings. One lane of traffic will remain open at all times during construction. Upon completion of the plans, MSA will provide the plans to the City of Wisconsin Dells and to WisDOT for review and comment.

Plan preparation will also include coordination with the electric utility regarding providing a power supply to the new traffic signal. Changes to the street lighting are also anticipated, and coordination of those removals, relocations, or combinations with traffic signal poles are included in the plans.

MSA will coordinate with the City and WisDOT to determine the specific traffic signal equipment necessary to accommodate the following features prior to the start of plan documents

- Vehicle detection, including video or microwave vs. in pavement loops
- Interconnectivity including fiber optic or spread spectrum radio to the Superior Street/River Road intersection
- Need for audible pedestrian signals (APS)
- Potential for fold-out stop signs
- Potential for Emergency Vehicle Preemption (EVP)
- Other unique signal features as requested by the City and/or WisDOT

Following guidance on the necessary equipment for these and any other identified features, final plans will be developed. Changes to the equipment requirements after this meeting may require an amendment to update plan documents and special provisions

MSA will prepare project specifications, provide standard detail drawings, and complete a quantity list and project cost estimate as part of the project. It is anticipated that Wisconsin Department of Transportation Standard Specifications will be used for the construction specifications and standard details.

Task 1C – Bidding Services

MSA will advertise and bid the project through the online Quest Bidding Program. MSA will prepare advertisement for bids and send for publishing in the local newspaper. Bidding documents will require bids to be sealed and delivered to City Hall. One MSA staff member will attend the bid opening. A bid tab will be prepared as well as a letter of recommendation to award the project. MSA will coordinate signatures and assist with executing the contract documents. Attendance at the preconstruction meeting is included.

It is assumed that the bid letting will be held in late Summer/Early Fall of 2017, with construction beginning after Labor Day 2017. Completion of the underground construction is recommended to be prior to November 17, 2017. Above ground construction and final punch list items should be completed prior to May 18, 2018. *Note that this proposal does not include construction staking, administration, or oversight services at this time.*

Task 1D – Signal Timing Plans and WisDOT Coordination

Utilizing the traffic volume information collected as part of the previous downtown study, MSA will prepare a signal timing plan for the intersection. Timing will require close coordination with WisDOT regarding the volumes and timing plan for the intersection of Broadway & River Road/Superior Street. The scope assumes two timing plans will be prepared; Summer Peak and non-summer traffic.

The proposal assumes that the new Eddy Street signal would be a “secondary” signal to the River Road signal, and that the timing plan for the existing signal will not be modified. Plans will be provided to WisDOT for review and implementation.

The proposed timing plans are based on a random sampling of traffic volumes and may need to be adjusted after implementation to reflect variations in volume patterns not seen in the sample data.

No timing plans at this time will include pedestrian scramble phasing. If, through coordination with WisDOT, it is determined that scramble phasing can be included at the Superior Street/River Road intersection. MSA will prepare an addendum for additional traffic signal timing plans.

Task 2. Downtown Traffic Data Collection – Cost - \$1,000/Day (up to 6 setups per day) + \$500 per setup (12 hour count assumed)

MSA will utilize traffic video equipment for turning movement counts at designated intersections within the Downtown area. Video will be recorded from 9:00 AM to 9:00 PM on a summer Thursday, Friday, or Saturday to assess existing traffic patterns. Ideally the counts will be taken in July to assess peak summer traffic conditions. Counts will include pedestrians and bicyclists within the crosswalks and bicycles on the road. Traffic counts will be collected using video recording data and the hours will be submitted to Miovision for tabulation and summary.

At a minimum, it is recommended to count the intersections of Broadway with La Crosse Street, Eddy Street, River/Superior, Oak, and Elm Street. If determined appropriate, additional counts could be completed at intersections such as Eddy & La Crosse, La Crosse & Superior, Washington & La Crosse, Washington & Superior, River & Wisconsin, etc.

Task 3. Update Downtown Traffic Study. – Estimated costs \$20,000-\$25,000

Using the traffic data collected above, there are five potential alternatives that will be revisited at this time using Synchro Traffic Analysis Software. They are described in more detail below. The updated analysis of each of these alternatives would be completed with the following assumptions.

1. The Duchess Plaza on north Oak Street is in place and will remain long term.
2. Traffic analysis assumes the updated traffic volumes are a reasonable reflection of future conditions. No new development or redevelopment is considered as part of the analysis.
3. Analysis will consider one time period for each/any alternative analyzed – Peak summer traffic conditions.
4. All analyses assume four traffic signals installed on Broadway – Eddy Street, River/Superior Street, Oak Street, & Elm Street.
5. All analyses assume two vehicle travel lanes in both the east and west directions on Broadway as well as one bike lane in each direction.
6. Model output will report Level-of-Service by movement for each of the four study intersections identified in item 4 above. Reporting will also include average delay and 95% queue lengths per the Highway Capacity Manual.

In addition to these assumptions, the following alternative specific information is provided to clarify the analysis effort proposed:

- **Alternative 1 - Maintain Existing 2-way accessibility on River/Superior Street & Elm Street**
 - This alternative is anticipated to be the “Existing Conditions” at the time of study and will be used as a baseline for comparison of Alternatives 2 and 3.
- **Alternative 2 – Original One-Way Conversion of River/Superior Street and Elm Street**
 - For this alternative, the analysis completed would be an update of the original analysis to address questions or comments from the DOT regarding implementation of this alternative, and to ensure consistency between this alternative and the newly analyzed alternatives. Analysis will also include an operational assessment of the proposed roundabout north of downtown where the one-way pair is will reconnect on River Road.

- **Alternative 3– Shortened One-Way Conversion of River/Superior Street and Elm Street**
 - For this alternative, the analysis completed would be a shorter version of the one-way alternative for River/Superior Street and Elm Street. The one-way designation would be in place from Wisconsin Avenue on the north to Washington Avenue on the south. Both Wisconsin and Washington Avenues would remain as two-way traffic.
- **Alternative 4 – One-Way Superior Only**
 - This alternative limits the one-way circulation to only Eddy Street (in place at the time the analysis occurs) and Superior Street between Broadway and Washington Avenue. River Road and Elm Street remain bidirectional roadways.
- **Alternative 5 – One Way River/Superior**
 - A final alternative could consider making River Road & Superior Street one-way between Wisconsin Avenue and Washington Avenue, and maintain two-way traffic on Elm Street.

In addition to completing a revised traffic operations analysis, MSA will prepare a schematic layout of the top three preferred alternatives as agreed to with City Staff and officials. These schematics will show the necessary improvements to implement each alternative. From these schematics, an assessment of construction cost and right-of-way impacts will be prepared. The cost estimate will be planning level for major items and break down costs into logical segments. Right-of-way impacts will also be estimated in terms of likely areas and/or property acquisitions to complete the design. Costs estimates for real estate acquisitions are not included.

MSA will prepare a document that summarizes the analyses and processes completed as part of the downtown study efforts. The report will also provide a summary of the cost and impact findings for each alternative. For the preferred alternative, the report will also identify, if necessary, a preliminary breakdown of projects to implement the entirety of the recommendation over multiple years for budgeting and/or impact/scheduling reasons, beginning with the Superior Street reconstruction. The report will include tables, exhibit, and appendix material as necessary to document the process and findings

Meetings & Coordination

Throughout each of these Tasks, MSA will be available to attend City Public Works or Council meetings to specifically address the downtown projects. In addition, MSA will likely need to attend multiple meetings with the City and/or WisDOT staff to review the design and study progress and address WisDOT questions, concerns and recommendations for the project area. Additional project coordination with WisDOT and City Staff and officials is also included for the duration of this project. It is assumed for this scope that one phone coordination effort will be held in advance of each face-to-face meeting.

A public involvement/outreach meeting is not specifically included in the scope at this time, but efforts to assist in holding a dedicated public meeting outside of City Council/Public Works meetings can be provided if requested by the City as part of an amendment. Costs for meetings and coordination will be provided with each of Tasks 1-4 as estimated once the overall project approach is agreed to.

-- END --

~ CITY OF WISCONSIN DELLS ~
PROPOSED - 2017 SCHEDULE OF FEES

Type	Proposed FEE	Current FEE		Code Section	Year Revised
Adult Oriented Establishment		1000.00	Annually	16.18(5)(a)	2002
Alarm Monitor at Police Dept		125.00	Annually	9.05(7)	2010
Annexation Review Fee		100.00			2016
Awning & Canopies Inspections		60.00	Every 2 years	22.26(6)	2010
Bicycle License		Free	For life of bike	23.04	2005
Board of Appeals		300.00	Plus Public Hearing Fee	19.221	2010
Boat Dock Rental Fee		401.70	Annually-primary city residents	3% increase even years	2016
(plus tax)		578.50	Annually-school district residents	3% even years	2016
		950.30	Annually-all others	3% even years	2016
Boat Launch Fee (Daily)		8.00		8.03(4)(a)	2010
Boat Launch Fee (Annual)		50.00			2010
Building Inspection Fees (Commercial)		75.00	Roof Re-Shingle Electric Service Upgrade Required by code violations	13.01(3)	2010
Building Inspection Fees (Residential)		50.00	Roof Re-Shingle Electric Service Upgrade Required by code violations		2010
Building Permits (Residential)		45.00	First \$1000 of cost or less; \$20 each add'l \$1000	13.01(3)	2008
		2500.00	Maximum fee		2008
Building Permits (Commercial)		45.00	First \$1000 of cost or less	13.01(3)	2008
		25.00	Each add'l \$1000 to \$500,000		2008
		50.00	Each add'l \$100,000 thereafter		2009
		25,000	Maximum fee		2009
Building Permits (REU fee)		1920.00	Per REU		2014
Building Footings & Foundation Fee (Commercial)		125.00			2008
Busking Permit		50.00	Per performer/per season	16.10	2014
Cemetery Columbarium Units: Single Unit Double Unit		800.00 1300.00	Cost includes the unit, name/date plaque, as well as the opening and closing costs.		2016
Cemetery Lots		600.00	Per lot		2017
Grave Opening		400.00	Monday-Friday		2008
Cremation		250.00	Monday-Friday		2017
After hours/weekend add'l fee		75.00	Per hour		2015
Deed Transfer		20.00	Per Transfer		2016

Certified Survey Map Fee		130.00	Per Certified Survey Map		2016
Cigarette License		100.00	Annually (highest fee allowed)	16.15(2)	2002
Circus, Carnival, Theatrical Permit		100.00	Per day or \$1500 per month	16.07(3)	2010
Community Center Room Rental:					
City non-profit organizations		25.00	Each additional hour: \$5.00		2010
All other groups		50.00	Each additional hour: \$15.00		2010
Use of kitchen (additional)		25.00	Per hour (max \$100)		1999
Closet/Storage Rental		25.00	Per month		2010
Compliance Certificate		40.00		by Res.	2010
Conditional Use Permit		300.00	Plus Public Hearing Fee	19.3740	2010
Copy Fees:					
Regular		.25	Per page, plus postage if mailed		2002
Large Scale		20.00	Per page, plus postage if mailed		2012
CD copies		10.00	Plus postage if mailed		2009
Consent & Indemnification Agreement	\$150-\$500		Up to \$500 per Agreement		2017
Demolition Permit		150.00		13.05(7)(f)	2010
Dog & Cat Licenses:					
Spayed or neutered		10.00	Annually	25.13(2)(a)	2014
Not spayed or neutered		15.00	Annually	25.13(2)(b)	2014
Driveway Permit		75.00		6.02	2009
False Alarm Fee-Fire		150.00	For 3 rd and subsequent false calls	9.05(7)	2010
False Alarm Fee-Police		25.00	For 3 rd and subsequent false calls	9.05(7)	2010
Fax		1.00	Per page		2013
Finger Printing		20.00			2011
Fire Inspections		60.00	Per non-compliance f/u inspect.	9.02(9)(c)	2010
Fireworks Display Permit		125.00	Per Display Event	9.11	2013
Firework Sales		275.00	+ \$60 for add'l sites Annually	16.20(4)(b)	2007
Garbage Collection-Tax Exempt:					
Single Family Res Family		275.00	Annually	12.01(11)(a)	2014
Churches		275.00	Annually		2014
Fraternal Organizations		275.00	Annually		2014
Federal Post Office		600.00	Annually		2014
Schools with 100 or less		750.00	Annually		2014
Schools with more than 100		2400.00	Annually		2014
Wastewater Treatment Plant		4800.00	Annually		2014
Garbage Collection-Apartments:					
Base Charge (First 2 units)		275.00	Annually		2014
1-10 units		150.00	Annually		2014
11-20 units		125.00	Annually		2014
21+ units		100.00	Annually		2014

Horse Drawn Vehicles		500.00	Annually	16.015(3)	2000
Horse Drawn Drivers		30.00	Annually	16.015(4)(a)	2011
Horse Stable Inspection		125.00		16.01(3)(c)	2010
Junk Dealer License		1000.00	Annually	16.11(5)	2000
Kennel License		50.00	Annually	25.13(2)(f)	2000
Lawn Mowing		105.00	Per hour (minimum charge)	13	2017
Liquor Licenses:					
Class "A" Beer (off-premise)		100.00	Annually plus publication fee	16.12	State Stat.
Class "B" Beer (on/off-premise)		100.00	Annually plus publication fee	16.12	State Stat.
"Class A" Liquor (off-premise)		500.00	Annually plus publication fee	16.12	State Stat.
"Class B" Liquor (on-premise)		500.00	Annually plus publication fee	16.12	State Stat.
"Class B" Quota Plus		10,000	Initial Fee plus publication fee	16.12	State Stat.
"Class B" Quota Plus renewal		500.00	Annually plus publication fee	16.12	State Stat.
"Class C Wine (on-premise)		100.00	Annually plus publication fee	16.12	State Stat.
Temporary Beer/Wine (bona fide clubs only)		10.00	Per event	16.12	State Stat.
Wholesaler Beer License		25.00	Annual Fee plus publication fee	16.12	State Stat.
Premises Transfer		10.00			State Stat.
Renewal Filing Late Fee		50.00			2014
Livestock/Poultry		3.00	Per animal	16.02(3)	2008
Lodging Facility License:					
Each for first 15 sleeping Units		50.00	Annually	16.06	2010
Each add'l unit same location		25.00	Annually	16.06	2008
Mobile Home Park (First 25 units)		350.00	Annually	16.03(6)(b)(4)	2010
Additional Units		25.00	Annually		2010
Moving Permit		500.00	Per structure	13.06(4)	2010
Multi-Family Residential Dev.		550.00	Plus Public Hearing Fee		2010
Paper Service		50.00			2010
Park Picnic Shelter Rental:					
School Groups		35.00			2016
Residents within School Dist.		60.00			2016
All others		250.00			2013
Peddlers & Transient Merchants		175.00		16.09(4)(l)	2014
Planned District Development:					
Review Fee Small Residential		1700.00		19.431	2008
Review Fee Large Residential		5500.00			2008
Review Fee Commercial		8000.00			2008
Review Fee Mixed Use		%	Comb. of cost above prorated %		2008
Amendments		2500.00	Up to \$2500		

Green Space Fee Res. Small		30.00	Per unit		2008
Green Space Fee Res. Large		55.00	Per unit		2008
Green Space Fee Comm. Small		2600.00	Less than 100,000 sq ft		2008
Green Space Fee Comm. Large		5500.00	More than 100,000 sq ft		2008
Green Space Fee Mixed Use		%	Comb. of cost above prorated %		
Plumbing Permit		1.00	Per fixture (\$35 minimum)	15.07	2000
Police Department Charges:					
Traffic Control w/o squad		70.00	Per officer/per hour		2014
Traffic Control w/squad		100.00	Per officer/per hour		2014
Discovery Costs					
Regular		.20-.35	.20 ea per page single sided, .35 ea double sided per page, plus postage if mailed		
CD/DVD copies		5.00	Plus postage if mailed		
Photo Reprints		.50	Per print, 5"x7" or less (if available) plus postage if mailed		
VCR Tapes		5.00	Plus postage if mailed		
Open Records Fees:					
Regular		.25	Per page plus postage if mailed		
Electronic Copies		.10	Per page		
CD/DVD copies		10.00	Plus postage if mailed		
Photo Reprints		.50	Per print (if available) plus postage if mailed		
Cost of Locating		Actual Co	Applies if over \$50.00		
Pool Rates:					
Res. Individual w/lessons		68.00			2017
Res. Family w/lessons		115.00			2017
Res. Individual w/o lessons		52.00			2017
Res. Family w/o lessons		93.00			2017
Res. Daily Swim Pass		5.00			2009
Res. Child Swim Lesson		35.00	Per session		2017
Non-Res. Individual w/lessons		83.00			2017
Non-Res. Family w/lessons		147.00			2017
Non-Res. Indiv. w/o lessons		68.00			2017
Non-Res. Family w/o lessons		115.00			2017
Non-Res. Daily Pass		6.50			2009
Non-Res. Swim Lessons		45.00	Per session		2017
Group Swim Rate (20 or more)		4.00			2009
Seniors		Free			
Portable Amusements		1000.00	Annually	16.08	2010
Prelim Breath Test PBT (Police)		10.00	Per service		2013
Privilege Agreement		Up to \$5,000	Up to \$5,000 maximum/annually		2014
Public Hearing Fee		225.00			2007
Public Works & Utilities Equipment Fees for Invoicing		*	*Adopts Wis DOT Classified Equipment Rates & Non-Standard Rates		2017
Rezoning Request		300.00	Plus Public Hearing Fee		2010

Room Tax Permit		275.00	Each site	4.10(4)	2010
Saddle Horses (Riding Stable)		200.00	Annually	16.01(2)	2009
Per horse		25.00	Annually		2009
Sidewalk Use Fee		2.50-5.00 sf	Fee depends on location		2014
Sign Permit Fee:				22.03	
Signs Under Projection Structure		15.00	Per sign face		2011
Directional Signs		50.00	Per sign face		2011
Signs in Industrial Park		50.00	Per sign face		2011
Legacy Sign Designation			Per sign face	22.09(4)	2016
All Other Signs		125.00	Per sign face		2010
Inspection Fee		15.00	Per sign face	22.08	2010
Site Plan Review		300.00	Plus Public Hearing Fee	19.391	2010
Snow Removal-Sidewalks		105.00	Per hour	5.04(4)(b)	2010
Special Assessment Letter		60.00	Per Parcel		2009
Special Events/Parade Permit		160.00		24.11	2010
Subdivision Fee (1-39 sites):					
Preliminary Plat		130.00	Double fee for 40+ sites	21.10(2)	2010
Improvement Review		65.00	Double fee for 40+ sites		2010
Inspection		65.00	Double fee for 40+ sites		2010
Final Plat		130.00	Double fee for 40+ sites		2010
Engineer Inspection		Cost	\$60 minimum		
Tavern Operator-Bartender License:					
Regular		60.00	2-year licensing period	16.12(5)(a)	2009
Provisional		10.00	Valid for 60 days	16.12(5)(b)	
Temporary		10.00	Per event, limit 2 per year	16.12(5)(c)	2008
Tax Bills for Mortgage Co.		2.00	Per parcel		2013
Taxicab Service License:		150.00	Annually	16.21(5)	2014
First Vehicle		50.00	Annually	16.21(5)	2011
Each Additional Vehicle		25.00	Annually	16.21(5)	2010
Taxicab Driver's License		30.00	Annually	16.21(5)	2011
Timeshare Unit Fee		1000.00	Per room annually		2007
Traffic Control – Police Dept		\$70	Without squad car		2014
Traffic Control – Police Dept		\$100	With squad car		2014
Vacate of Public Way		300.00	Plus Public Hearing Fee	ss. 66.1003	2010
Variance		300.00	Plus Public Hearing Fee	19.491	2010
Well Permit		300.00	Annually	7.08(2)	2010
WoZhaWa Vendor Permit		750.00	Annually	16.22	2007

DRAFT

CONSENT & INDEMNIFICATION AGREEMENT

This Consent and Indemnification Agreement is by and between the City of Wisconsin Dells (City) and the following Owner of real estate in the City:

RRAD Development, LLC (owner).

Owner owns Columbia County Tax Parcel Nos. 11291-458 and 11291-466.3 which are located on and separated by River Road, a city street and right of way.

Owner has requested permission from the City to connect its facilities and equipment by boring beneath the public right-of-way to install and maintain fiber optic cable and wires and appurtenant communication facilities and equipment.

1. The City consents and grants to Owner a revocable privilege to install and maintain fiber optic cables and wires and related appurtenant communications facilities and equipment in the public right-of-way on River Road in the location depicted in the site plan attached as Exhibit A.
2. The cables and wires shall be installed and maintained below the surface of the right-of-way and Owner shall restore the surface disturbed by installation and maintenance. Installation shall be by directional boring.
3. The Owner agrees to indemnify and hold the City harmless for any liability that may be incurred for damages to persons or property resulting from the grant of this privilege and to reimburse the City for all costs of defending any claims related to this privilege, including reasonable attorney fees.
4. Owner is obligated to remove its installed fixtures upon ten (10) days' written notice of the termination of this privilege from the City. Upon such notice, Owner must remove the installed fixtures with no damages or expense accruing to the City. If Owner does not timely remove the installed fixtures, Owner waives all claims for damages resulting from removal by the City, and the City may remove them at the Owner's expense, which if not timely paid, may become a special charge on the Owner's real estate tax bill, in accordance with Wis. Stat. sec. 66.0627.
5. By the acceptance and implementation of this privilege, the Owner acknowledges that the granting of this privilege constitutes a permissive use of City property and does not cause adverse possession right to accrue against the City's real estate title; the Owner permanently waives any adverse claim against the City's real estate affected by this Privilege in the Street.

6. Property Owner shall pay compensation for this privilege at the rate of _____ (\$ _____) Dollars per _____ which shall be paid into the City's general fund.
7. Third parties whose rights are interfered with by the granting of this privilege shall have a right of action against the Owner only and the Owner shall indemnify and hold the City harmless.
8. Property Owner shall be responsible for all repairs, maintenance and upkeep associated with this Agreement and the fixtures installed in the public right of way.
9. This Agreement is terminable by the City at any time for any reason in its sole discretion.
10. This Privilege Agreement is made and entered into pursuant to Wis. Stat. sec. 66.0425 and shall be binding on the Owner and the Owner's heirs, successors and assigns.
11. Address for owner is 400 County Road A, Wisconsin Dells, WI 53965.
12. The following additional terms and conditions are part of this Agreement: Owner shall register and maintain the location of this facility with Digger's Hotline and pay all costs associated with such registration.
13. City and Owner shall each have the right from time to time to change the place notice is to be given under this paragraph by written notice thereof to the other party.

City of Wisconsin Dells

Date: _____

By: _____
Brian Landers, Mayor

Date: _____

By: _____
Nancy Holzem, Clerk/Administrative
Coordinator

Owner

RRAD Development, LLC

Date: _____

By: _____

DRAFT

CONSENT & INDEMNIFICATION AGREEMENT

This Consent and Indemnification Agreement is by and between the City of Wisconsin Dells (City) and the following Owners of real estate in the City:

Richard Makowski and Rich and Chet Partnership (Owners)

Owners own Columbia County Tax Parcel Nos. 291-0170 (Rich and Chet Partnership) and 291-0191/0141 (Richard Makowski) which are located on and separated by Sweet Briar Drive, a city street and right of way.

Owners have requested permission from the City to connect its facilities and equipment by boring beneath the public right-of-way to install and maintain fiber optic cable and wires and appurtenant communication facilities and equipment.

1. The City consents and grants to Owners a revocable privilege to install and maintain fiber optic cables and wires and related appurtenant communications facilities and equipment in the public right-of-way on River Road in the location depicted in the site plan attached as Exhibit A.
2. The cables and wires shall be installed and maintained below the surface of the right-of-way and Owners shall restore the surface disturbed by installation and maintenance. Installation shall be by directional boring.
3. The Owners agree to indemnify and hold the City harmless for any liability that may be incurred for damages to persons or property resulting from the grant of this privilege and to reimburse the City for all costs of defending any claims related to this privilege, including reasonable attorney fees.
4. Owners are obligated to remove its installed fixtures upon ten (10) days' written notice of the termination of this privilege from the City. Upon such notice, Owners must remove the installed fixtures with no damages or expense accruing to the City. If Owners do not timely remove the installed fixtures, Owners waive all claims for damages resulting from removal by the City, and the City may remove them at the Owners expense, which if not timely paid, may become a special charge on the Owners real estate tax bill, in accordance with Wis. Stat. sec. 66.0627.
5. By the acceptance and implementation of this privilege, the Owners acknowledges that the granting of this privilege constitutes a permissive use of City property and does not cause adverse possession right to accrue against the City's real estate title; the Owners permanently waive any adverse claim against the City's real estate affected by this Privilege in the Street.

6. Property Owners shall pay compensation for this privilege at the rate of _____ (\$____) Dollars per _____ which shall be paid into the City's general fund.
7. Third parties whose rights are interfered with by the granting of this privilege shall have a right of action against the Owners only and the Owners shall indemnify and hold the City harmless.
8. Property Owners shall be responsible for all repairs, maintenance and upkeep associated with this Agreement and the fixtures installed in the public right of way.
9. This Agreement is terminable by the City at any time for any reason in its sole discretion.
10. This Privilege Agreement is made and entered into pursuant to Wis. Stat. sec. 66.0425 and shall be binding on the Owners and the Owners heirs, successors and assigns.
11. Address for Owners is Richard Makowski, 2040 Wisconsin Dells Parkway, Wisconsin Dells, Wisconsin 53965 and Rich and Chet Partnership c/o Richard Makowski, 400 County Road A, Wisconsin Dells, Wisconsin 53965.
12. The following additional terms and conditions are part of this Agreement: Owners shall register and maintain the location of this facility with Digger's Hotline and pay all costs associated with such registration.
13. City and Owners shall each have the right from time to time to change the place notice is to be given under this paragraph by written notice thereof to the other party.

City of Wisconsin Dells

Date: _____

By: _____
Brian Landers, Mayor

Date: _____

By: _____
Nancy Holzem, Clerk/Administrative
Coordinator

Owners

Date: _____

Richard Makowski

Rich and Chet Partnership

Date: _____

By: _____

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

17 MARCH 2017 | CITY OF WISCONSIN DELLS | 17-WDE-002 | Chris Tollaksen - City Planner/Zoning Administrator - City of Wis. Dells (608) 253-2542

HISTORY

This document summarizes the scope of work related to the Broadway cafe zones. Initial design concepts were generated for the urban totems and mosaic patterning within the cafe zones during phase 1 of this project. This scope is to refine those parts of the cafe zone concepts and move the designs through development and detailing.

SCOPE

DISCOVER (PRE-DESIGN SERVICES)

- Work completed in phase 1

DESIGN (SCHEMATIC DESIGN PHASE)

- Work completed in phase 1



Phase 1 concept

DEVELOP (DESIGN DEVELOPMENT PHASE)

7.000

- Refine design schematic for urban totems -designs will reflect wayfinding colors of each block and incorporate materials used on the riverwalk and cafe zones (1 round of edits included)
- Qty. 2 meetings with stakeholders (1 to review existing design concepts and gather feedback, 1 to review design edits)

DETAIL (DESIGN DETAIL PHASE)

2.500

- Following approval of DEVELOP phase design schematics, ZD will create preliminary Design Detail documents for the urban totems suitable for other consultants to obtain preliminary budgetary pricing
- Qty. 1 meeting with stakeholders 1 to review details

DELIVER

(TBD)

- Following approval of the fabrication and installation pricing, we will move the design into production.
- Final high resolution production files are created
- Procurement of all materials
- Installation of mosaic patterning, urban totems and feature seating

DOCUMENT (WRAP-UP PHASE)

(TBD)

SUMMARY

DISCOVER	(COMPLETE)
DESIGN	(COMPLETE)
DEVELOP	7.000
DETAIL	2.500
DELIVER	(TBD)
DOCUMENT	(TBD)
TOTAL	\$9.500
	+ REIMBURSABLE EXPENSES (SEE BELOW)

ADD ALTERNATES

1. Refine design intent and direction for mosaic patterning in planters. Mosaic design direction could include direction on mosaic size, color and found objects unique to the Dells. (1 round of edits included)

TOTAL	\$5.000
	+ REIMBURSABLE EXPENSES (SEE BELOW)

2. Following approval of DEVELOP phase design schematics, ZD will create preliminary Design Detail documents for the mosaic designs suitable for other consultants to obtain preliminary budgetary pricing

TOTAL	\$1.850
	+ REIMBURSABLE EXPENSES (SEE BELOW)

PAYMENT TERMS

A 25% downpayment will be charged at project inception. Remaining fees will be billed monthly as incurred. Project fees are not-to-exceed amounts based on project scope. Changes to scope may result in adjustment of fees and a scope revision. Sales tax not included (if applicable)
* ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.

REIMBURSABLE EXPENSES

Expenses related to the performance and delivery of basic services will be billed in addition to the fees for basic services. Reimbursable expenses will be invoiced at actual cost and will include costs associated with printing of project documentation, courier, postage, stock material, software, travel costs, meals and lodging.

17 MARCH 2017

SUBMITTED: MARK SCHMITZ - ZEBRADOG

ACCEPTED (PLEASE SIGN):

DATE

PROPOSAL

17 MARCH 2017 | CITY OF WISCONSIN DELLS | 17-WDE-002 | Chris Tollaksen - City Planner/Zoning Administrator - City of Wis. Dells (608) 253-2542

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

ZEBRADOG DESIGN & INTEGRATION PROCESS

1 DISCOVER

PRE-DESIGN PHASE

Prior to the initial design concepts, we begin by gathering and analyzing information and performing all of the work necessary to design a project. Work in this phase includes engaging appropriate clients stakeholder groups and identifying project purpose, goals and objectives. We establish expected timelines, budgets and work to obtain organizational, architectural, I.T. information. Following research and directed discussion, general performance criteria are established and a plan of action is agreed-upon for both content and implementation.

2 DESIGN

SCHEMATIC DESIGN PHASE

The goal of the schematic design phase is to clearly define design with a subsequent understood scope, budget, and schedule to allow for advancement and approval—it's about determining the general scope, preliminary design, scale and relationships among the components of the project. During this time, we visualize a series of programmatic recommendations with the client in order to define his/her needs and objectives, such as size, function, and the relationships between spaces, character, content and brand expression. Illustrations and early wireframes are prepared to help visualize the project as necessary for us to arrive at a clearly defined, feasible concept inventory. We consider any potential required integration scope and make plans to dovetail into larger timelines or global schedules. We present the DESIGN concepts to the owner(s) and stakeholders who review and provide general design intent approvals and/or requests for revisions based on their vision for the project. When an agreement is reached between owner stakeholders, the schematic design is finalized and preparations are made to advance to the DEVELOP Phase.

3 DEVELOP

DESIGN DEVELOPMENT PHASE

We expand the approved DESIGN studies to develop a more detailed understanding of the final program components, illustrating other aspects of the proposed design. During this phase, we evolve design, form, and content; and seek to advance a more accurate inventory of final design direction. Sketches, drawings, and iterative study models are prepared to help evaluate the ideas and concepts and set the final direction. Media and technology planning advances through wireframing, development of information architecture diagrams and considerations for AV integration. We verify that designs will properly integrate with building conditions, desired locations, and electrical/ data systems. During this stage, we present the Design Development and review the final project cost estimation with the owner(s) for approval to advance to the DETAIL phase. When an agreement is reached with the owner, this design phase is finalized. By the end of this phase, a large portion of the design work is completed.

4 DETAIL

DESIGN DETAIL PHASE

Once the owner has approved the DESIGN phase, we begin producing Design Detail specifications for production and application development. This level of detail defines all materials, equipment, products, dimensions, locations, quantities, as well as construction and integration procedures. Although this phase is primarily intended to work out the technical aspects of the project, some final design work also takes place for final refinement based on changes in site conditions or any last minute content integration needed in the production files. Any needed adjustments are made swiftly and typically do not require higher level review. During this stage, graphic materials, technology, software and content items are selected and documented with the client. Final owner sign off on DETAIL allows the teams to advance to programming, production and final DELIVERY.

5 DELIVER

IMPLEMENTATION PHASE

The primary elements of this phase of the process are the procurement, installation, commissioning and integration of the entire approved inventory of technology and content.

During this phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues, and overall quality concerns.

6 DOCUMENT

WRAP-UP

This final phase ensures project objectives and goals have been met, verifies results and provides owner groups with the needed tools for successful daily use, maintenance, updates and analysis of ROI. Final walk through for punch list completion verifications take place and / or acceptance testing is completed. Final O&M manuals, training sessions, training documentation and any related project files / templates are delivered.

PROPOSAL

ASSUMPTIONS

ZEBRADOG (ZD) designs and implements custom, integrated brand experiences based on project-specific performance criteria. As a part of this program ZD has made certain assumptions based on current understanding of project parameters.

We have assumed the following:

- Integration of information, software or systems from outside the described content scope will be addressed with an additional scope of services for development.
- ZD assumes all photography, copy, photos, video production and other media will be proofed and provided in requested resolutions and file formats. Digital content requiring format conversion, rendering, or additional authoring will be addressed via an additional scope of services.
- ZD will directly purchase all needed travel per our requirements and will be reimbursed as outlined in "REIMBURSABLE EXPENSES" section of this document for all travel expenses.

Client will be responsible for the following:

- Providing open access to all needed content and assign a point person to ZD
- Providing access to full and accurate architectural plan sets, elevations and 3D models
- Providing open access to facilities as needed for ZD and our related consultants
- Agree to final approval and sign-off process.

Client will be required to perform the following in preparation of project installation:

- Document and Perform any changes / adjustments required for electrical / data / site modifications

RIGHT TO MARKET - ZEBRADOG may use still photography and/or video footage of finished project for purposes of marketing and self-promotion. ZEBRADOG agrees to never show confidential client material, information or trade secrets.

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

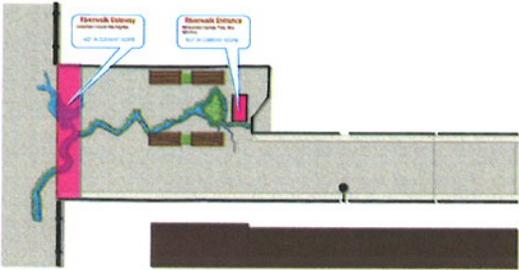
17 MARCH 2017 | CITY OF WISCONSIN DELLS | 17-WDE-003 | Chris Tollaksen - City Planner/Zoning Administra

HISTORY

This document summarizes the scope of work related to the development of the two Riverwalk entrances. One entrance is off of Broadway and the other entrance is near the River Rd / Illinois Ave. intersection.

SCOPE

DISCOVER (PRE-DESIGN SERVICES)	COMPLETE
- Work completed in phase 1	
DESIGN (SCHEMATIC DESIGN PHASE)	5,000
- Site audit to confirm existing conditions of two entrances	
- Develop design concepts for the Riverwalk entrance features at Broadway and Illinois Ave.	
- The design concepts could include architectural features, custom signage, pavement design, lighting, graphics along Wizard Quest, integration of two anchors (provided by City), and seating	
- Qty. 1 meeting with stakeholders to review proposed design	
DEVELOP (DESIGN DEVELOPMENT PHASE)	3,500
- Advance design for the Riverwalk entrance features and integrate feedback from stakeholders	
- Develop elevations and renderings of proposed design	
- One (1) round of edits included	
- Qty. 1 meeting with stakeholders to review final design	
** Final copy on signage to be provided by the City.	
DETAIL (DESIGN DETAIL PHASE)	5,500
- Following approval of DEVELOP phase, ZD will create preliminary Design Detail documents for the Riverwalk entrance features that are suitable for other consultants to obtain preliminary budgetary pricing.	
- Send design details out for pricing by consultants / City	
- Qty. 2 meetings with stakeholders (1 to review details, 1 to review fabrication pricing)	
DELIVER	(TBD)
- Following approval of the fabrication and installation pricing, we will move the design into production.	
- Final high resolution production files are created	
- Procurement of all materials	
- Installation of signage	
DOCUMENT (WRAP-UP PHASE)	(TBD)



Phase 1 concepts

SUMMARY

DISCOVER	(COMPLETE)
DESIGN	5,000
DEVELOP	3,500
DETAIL	5,500
DELIVER	(TBD)
DOCUMENT	(TBD)
TOTAL	\$14,000
	+ REIMBURSABLE EXPENSES (SEE BELOW)

PAYMENT TERMS

A 25% downpayment will be charged at project inception. Remaining fees will be billed monthly as incurred. Project fees are not-to-exceed amounts based on project scope. Changes to scope may result in adjustment of fees and a scope revision. Sales tax not included (if applicable)
* ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.

REIMBURSABLE EXPENSES

Expenses related to the performance and delivery of basic services will be billed in addition to the fees for basic services. Reimbursable expenses will be invoiced at actual cost and will include costs associated with printing of project documentation, courier, postage, stock material, software, travel costs, meals and lodging.


SUBMITTED: 17 MARCH 2017
SUBMITTED: MARK SCHMITZ - ZEBRADOG

ACCEPTED (PLEASE SIGN): _____ DATE _____

PROPOSAL

17 MARCH 2017 | CITY OF WISCONSIN DELLS | 17-WDE-003 | Chris Tollaksen - City Planner/Zoning Administrator - City of Wis. Dells (608) 253-2542

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

ZEBRADOG DESIGN & INTEGRATION PROCESS

1 DISCOVER

PRE-DESIGN PHASE

Prior to the initial design concepts, we begin by gathering and analyzing information and performing all of the work necessary to design a project. Work in this phase includes engaging appropriate clients stakeholder groups and identifying project purpose, goals and objectives. We establish expected timelines, budgets and work to obtain organizational, architectural, I.T. information. Following research and directed discussion, general performance criteria are established and a plan of action is agreed-upon for both content and implementation.

2 DESIGN

SCHEMATIC DESIGN PHASE

The goal of the schematic design phase is to clearly define design with a subsequent understood scope, budget, and schedule to allow for advancement and approval—it's about determining the general scope, preliminary design, scale and relationships among the components of the project. During this time, we visualize a series of programmatic recommendations with the client in order to define his/her needs and objectives, such as size, function, and the relationships between spaces, character, content and brand expression. Illustrations and early wireframes are prepared to help visualize the project as necessary for us to arrive at a clearly defined, feasible concept inventory. We consider any potential required integration scope and make plans to dovetail into larger timelines or global schedules. We present the DESIGN concepts to the owner(s) and stakeholders who review and provide general design intent approvals and/or requests for revisions based on their vision for the project. When an agreement is reached between owner stakeholders, the schematic design is finalized and preparations are made to advance to the DEVELOP Phase.

3 DEVELOP

DESIGN DEVELOPMENT PHASE

We expand the approved DESIGN studies to develop a more detailed understanding of the final program components, illustrating other aspects of the proposed design. During this phase, we evolve design, form, and content; and seek to advance a more accurate inventory of final design direction. Sketches, drawings, and iterative study models are prepared to help evaluate the ideas and concepts and set the final direction. Media and technology planning advances through wireframing, development of information architecture diagrams and considerations for AV integration. We verify that designs will properly integrate with building conditions, desired locations, and electrical/ data systems. During this stage, we present the Design Development and review the final project cost estimation with the owner(s) for approval to advance to the DETAIL phase. When an agreement reached with the owner, this design phase is finalized. By the end of this phase, a large portion of the design work is completed.

4 DETAIL

DESIGN DETAIL PHASE

Once the owner has approved the DESIGN phase, we begin producing Design Detail specifications for production and application development. This level of detail defines all materials, equipment, products, dimensions, locations, quantities, as well as construction and integration procedures. Although this phase is primarily intended to work out the technical aspects of the project, some final design work also takes place for final refinement based on changes in site conditions or any last minute content integration needed in the production files. Any needed adjustments are made swiftly and typically do not require higher level review. During this stage, graphic materials, technology, software and content items are selected and documented with the client. Final owner sign off on DETAIL allows the teams to advance to programming, production and final DELIVERY.

5 DELIVER

IMPLEMENTATION PHASE

The primary elements of this phase of the process are the procurement, installation, commissioning and integration of the entire approved inventory of technology and content.

During this phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues, and overall quality concerns.

6 DOCUMENT

WRAP-UP

This final phase ensures project objectives and goals have been met, verifies results and provides owner groups with the needed tools for successful daily use, maintenance, updates and analysis of ROI. Final walk through for punch list completion verifications take place and / or acceptance testing is completed. Final O&M manuals, training sessions, training documentation and any related project files / templates are delivered.

PROPOSAL

ASSUMPTIONS

ZEBRADOG (ZD) designs and implements custom, integrated brand experiences based on project-specific performance criteria. As a part of this program ZD has made certain assumptions based on current understanding of project parameters.

We have assumed the following:

- Integration of information, software or systems from outside the described content scope will be addressed with an additional scope of services for development.
- ZD assumes all photography, copy, photos, video production and other media will be proofed and provided in requested resolutions and file formats. Digital content requiring format conversion, rendering, or additional authoring will be addressed via an additional scope of services.
- ZD will directly purchase all needed travel per our requirements and will be reimbursed as outlined in "REIMBURSABLE EXPENSES" section of this document for all travel expenses.

Client will be responsible for the following:

- Providing open access to all needed content and assign a point person to ZD
- Providing access to full and accurate architectural plan sets, elevations and 3D models
- Providing open access to facilities as needed for ZD and our related consultants
- Agree to final approval and sign-off process.

Client will be required to perform the following in preparation of project installation:

- Document and Perform any changes / adjustments required for electrical / data / site modifications

RIGHT TO MARKET - ZEBRADOG may use still photography and/or video footage of finished project for purposes of marketing and self-promotion. ZEBRADOG agrees to never show confidential client material, information or trade secrets.

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

17 MARCH 2017 | CITY OF WISCONSIN DELLS | 17-WDE-004 | Chris Tollaksen - City Planner/Zoning Administrator - City of Wis. Dells (608) 253-2542

HISTORY

This document summarizes the scope of work related to the development of a wayfinding sign system in the Dells River Arts District. Initial design concepts were generated for the signage during phase 1 of this project. This scope is to refine the signage concepts and move the designs through development and detailing.

SCOPE

DISCOVER (PRE-DESIGN SERVICES)	COMPLETE
- Work completed in phase 1	
DESIGN (SCHEMATIC DESIGN PHASE)	COMPLETE
- Work completed in phase 1	
DEVELOP (DESIGN DEVELOPMENT PHASE)	9.500
- Advance design concepts for wayfinding sign family. This could include vehicular directionals, pedestrian scale directories, information posts, parking signage (includes seasonal electronic sign) - 1 round of edits	
- Develop location map and identify locations for proposed signage in the River Arts District**	
- Qty. 2 meetings with stakeholders (1 to review existing design concepts and gather feedback, 1 to review proposed design and locations)	
** Final copy on signage to be provided by the City.	
DETAIL (DESIGN DETAIL PHASE)	10.500
- Following approval of DEVELOP phase design schematics, ZD will create preliminary Design Detail documents for the signage family that is suitable for other consultants to obtain preliminary budgetary pricing.	
- Send design details out for pricing by consultants / City	
- Qty. 2 meetings with stakeholders (1 to review details, 1 to review fabrication pricing)	
DELIVER	(TBD)
- Following approval of the fabrication and installation pricing, we will move the design into production.	
- Final high resolution production files are created	
- Procurement of all materials	
- Installation of signage	
DOCUMENT (WRAP-UP PHASE)	(TBD)



Phase 1 concepts

SUMMARY

DISCOVER	(COMPLETE)
DESIGN	(COMPLETE)
DEVELOP	9.500
DETAIL	10.500
DELIVER	(TBD)
DOCUMENT	(TBD)
TOTAL	\$20,000
	+ REIMBURSABLE EXPENSES (SEE BELOW)

PAYMENT TERMS

A 25% downpayment will be charged at project inception. Remaining fees will be billed monthly as incurred. Project fees are not-to-exceed amounts based on project scope. Changes to scope may result in adjustment of fees and a scope revision. Sales tax not included (if applicable)
* ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.

REIMBURSABLE EXPENSES

Expenses related to the performance and delivery of basic services will be billed in addition to the fees for basic services. Reimbursable expenses will be invoiced at actual cost and will include costs associated with printing of project documentation, courier, postage, stock material, software, travel costs, meals and lodging.

17 MARCH 2017

SUBMITTED: MARK SCHMITZ - ZEBRADOG

ACCEPTED (PLEASE SIGN):

DATE

PROPOSAL

17 MARCH 2017 | CITY OF WISCONSIN DELLS | 17-WDE-004 | Chris Tollaksen - City Planner/Zoning Administrator - City of Wis. Dells (608) 253-2542

ZEBRADOG DESIGN & INTEGRATION PROCESS

1 DISCOVER

PRE-DESIGN PHASE

Prior to the initial design concepts, we begin by gathering and analyzing information and performing all of the work necessary to design a project. Work in this phase includes engaging appropriate clients stakeholder groups and identifying project purpose, goals and objectives. We establish expected timelines, budgets and work to obtain organizational, architectural, I.T. information. Following research and directed discussion, general performance criteria are established and a plan of action is agreed-upon for both content and implementation.

2 DESIGN

SCHEMATIC DESIGN PHASE

The goal of the schematic design phase is to clearly define design with a subsequent understood scope, budget, and schedule to allow for advancement and approval—it's about determining the general scope, preliminary design, scale and relationships among the components of the project. During this time, we visualize a series of programmatic recommendations with the client in order to define his/her needs and objectives, such as size, function, and the relationships between spaces, character, content and brand expression. Illustrations and early wireframes are prepared to help visualize the project as necessary for us to arrive at a clearly defined, feasible concept inventory. We consider any potential required integration scope and make plans to dovetail into larger timelines or global schedules. We present the DESIGN concepts to the owner(s) and stakeholders who review and provide general design intent approvals and/or requests for revisions based on their vision for the project. When an agreement is reached between owner stakeholders, the schematic design is finalized and preparations are made to advance to the DEVELOP Phase.

3 DEVELOP

DESIGN DEVELOPMENT PHASE

We expand the approved DESIGN studies to develop a more detailed understanding of the final program components, illustrating other aspects of the proposed design. During this phase, we evolve design, form, and content; and seek to advance a more accurate inventory of final design direction. Sketches, drawings, and iterative study models are prepared to help evaluate the ideas and concepts and set the final direction. Media and technology planning advances through wireframing, development of information architecture diagrams and considerations for AV integration. We verify that designs will properly integrate with building conditions, desired locations, and electrical/ data systems. During this stage, we present the Design Development and review the final project cost estimation with the owner(s) for approval to advance to the DETAIL phase. When an agreement reached with the owner, this design phase is finalized. By the end of this phase, a large portion of the design work is completed.

4 DETAIL

DESIGN DETAIL PHASE

Once the owner has approved the DESIGN phase, we begin producing Design Detail specifications for production and application development. This level of detail defines all materials, equipment, products, dimensions, locations, quantities, as well as construction and integration procedures. Although this phase is primarily intended to work out the technical aspects of the project, some final design work also takes place for final refinement based on changes in site conditions or any last minute content integration needed in the production files. Any needed adjustments are made swiftly and typically do not require higher level review. During this stage, graphic materials, technology, software and content items are selected and documented with the client. Final owner sign off on DETAIL allows the teams to advance to programming, production and final DELIVERY.

5 DELIVER

IMPLEMENTATION PHASE

The primary elements of this phase of the process are the procurement, installation, commissioning and integration of the entire approved inventory of technology and content.

During this phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues, and overall quality concerns.

6 DOCUMENT

WRAP-UP

This final phase ensures project objectives and goals have been met, verifies results and provides owner groups with the needed tools for successful daily use, maintenance, updates and analysis of ROI. Final walk through for punch list completion verifications take place and / or acceptance testing is completed. Final O&M manuals, training sessions, training documentation and any related project files / templates are delivered.

PROPOSAL

ASSUMPTIONS

ZEBRADOg (ZD) designs and implements custom, integrated brand experiences based on project-specific performance criteria. As a part of this program ZD has made certain assumptions based on current understanding of project parameters.

We have assumed the following:

- Integration of information, software or systems from outside the described content scope will be addressed with an additional scope of services for development.
- ZD assumes all photography, copy, photos, video production and other media will be proofed and provided in requested resolutions and file formats. Digital content requiring format conversion, rendering, or additional authoring will be addressed via an additional scope of services.
- ZD will directly purchase all needed travel per our requirements and will be reimbursed as outlined in "REIMBURSABLE EXPENSES" section of this document for all travel expenses.

Client will be responsible for the following:

- Providing open access to all needed content and assign a point person to ZD
- Providing access to full and accurate architectural plan sets, elevations and 3D models
- Providing open access to facilities as needed for ZD and our related consultants
- Agree to final approval and sign-off process.

Client will be required to perform the following in preparation of project installation:

- Document and Perform any changes / adjustments required for electrical / data / site modifications

RIGHT TO MARKET - ZEBRADOg may use still photography and/or video footage of finished project for purposes of marketing and self-promotion. ZEBRADOg agrees to never show confidential client material, information or trade secrets.