



REQUEST FOR PROPOSALS FOR VISION CLARK STREET MASTER PLAN

INTRODUCTION

The Rogers Park Business Alliance (RPBA) invites interested consulting teams to submit proposals to assist RPBA with creating a strategy to think 'big picture' and elevate Clark Street into a more vibrant and sustainable commercial corridor by creating an actionable master plan.

SUBMISSION OF PROPOSALS

5:00pm on January 13th, 2017 via email. All proposals should be emailed to sprice@rpba.org.

RFP DOCUMENTS

All documents pertaining to this RFP (including addendums) will be posted to rpba.org during the duration of the procurement period.

CONTACT

Any questions regarding this RFP shall be directed to:

Sandi Price
Executive Director
sprice@rpba.org
773-508-5885

Please do not contact anyone else on the RPBA Staff or Board of Directors about this procurement between the RFP Launch and Consultant Selection dates listed under the Timeline section of this RFP.

EVALUATION OF QUALIFICATIONS

RPBA will review and rank all proposals. RPBA plans on announcing a shortlist of 3-4 consultant teams to participate in a one-hour interview with the RPBA Selection Committee. See the Timeline section for more information on schedule.

KEY ELEMENTS OF CANDIDATE TEAMS

RPBA will consider the following elements essential to a candidate team:

- Expertise in urban planning including land use/zoning, transportation, economic development, historic preservation, adaptive reuse, etc. especially in multi-ethnic, urban commercial corridors.
- Expertise in real estate development consulting and planning
- Demonstrated effectiveness and creativity in community engagement
- Excellent graphic communication skills (drawings, diagrams, infographics, illustrations, etc.)
- Expertise in urban design (including streetscape, plazas, parks)
- Highlighted ability to communicate with Spanish speaking population
- High quality, visually-appealing, and easy-to-read final deliverables in two languages (English and Spanish)

PROJECT BACKGROUND

Clark Street is a vital, mixed-use corridor transecting the entire north-to-south pole of Rogers Park from Devon Avenue on the south to Howard Street on the north. Clark Street is a multi-ethnic Main Street featuring a mix of everyday urbanism uses (banks, pharmacies, hardware stores, small grocery stores, auto mechanics, etc.) and restaurants (most of which are Mexican-American cuisine). Anchor land uses along Clark Street include the Rogers Park Branch Library, New Field School, the Chicago Math and Science Academy, 24th District Chicago Police District, Touhy Park, and Clark Street is a transportation arterial connecting Chicago to northern suburbs including Evanston. The study area for this project includes the Rogers Park Metra Station—located at Clark Street and Lunt Avenue.

Clark Street is long a victim of lack of investment due to dwindling funds in its Special Service Area budget as well as a dearth of available city, state or federal funding. There are several vacant lots and some building that lack reinvestment.

SCOPE

The scope of this project consists for four elements: (1) Existing Conditions Assessment; (2) Stakeholder Engagement; (3) Real Estate and Market Study; (4) Vision Plan. Any additional elements that RPBA is not considering, but ought to, is encouraged as part of this scope of work.

1. Existing Conditions Assessment
 - a. Physical elements
 - i. Including but not limited to land use, zoning, urban character, transportation, wayfinding, landscape, sustainability
 - b. Demographics
 - i. Including but not limited to household income, vacancy, owner/renter mix, population statistics,
2. Stakeholder and Community Engagement
 - a. Create a stakeholder and community engagement plan at onset of project
 - b. Conduct interviews with 20-30 business owners to evaluate strengths, weaknesses, opportunities, and threats of Clark Street
 - c. Conduct public engagement activities
 - i. In-person activities including but not limited to community meetings (open to the general public), forum for business owners, sidewalk intercept interviews,
 - ii. Digital activities including but not limited to online surveys, social input mapping, website information (to be hosted on RPBA's website)
3. Real Estate and Market Study
 - a. Real estate inventory
 - b. Supply/demand (or "highest and best use" recommendations) by land use type for a comprehensive range of commercial land uses and multi-family residential
 - c. Developer interviews to determine the challenges and opportunities for development
4. Vision Plan
 - a. Guiding principles, goals, and objectives
 - b. Clear and specific recommendations

- i. Market-supportable development ideas (existing business mix, market potential)
 - ii. Urban design/aesthetic goals (including streetscape)
 - iii. Land use and zoning recommendations
 - iv. Transportation and pedestrian circulation recommendations
 - v. Identification of catalyst development sites
- c. Action Items
 - i. Implementation strategies and resources (including funding)
 - ii. Investment ideas (real estate)
 - iii. Priority projects and pilot projects
 - iv. Partnership identification
 - v. Responsibility matrix
 - vi. Realistic timeline for implementation
- d. Excellent graphics, visual drawings (including an overall master plan drawing and sub-area drawings), three-dimensional renderings to illustration elements of the Vision Plan

PROPOSED TIMELINE

- RFP Launch: Monday, December 5th, 2016
- Pre-proposal Web Conference: Monday, December 12th, 2016 from 1:30pm to 2:30pm CST, call 773-508-5885.
- Proposals Due: Friday, January 13th, 2017 at 5:00pm
- Announcement of Shortlist: Friday January 27th, 2017
- Consultant Interviews: Tuesday, February 14th, 2017
- Consultant Selection: Friday, February 24th, 2017
- Project Start: Tuesday, March 14th, 2017
- Project Completion: Friday, October 20th, 2017

PROJECT DECISION MAKING

RPBA will form a Steering Committee of 10-12 people to provide input and recommendations throughout the duration of the project. The Steering Committee will be assembled with a broad-base of representatives including business owners, special service areas, residents, and elected officials in the Rogers Park neighborhood.

In addition to the Steering Committee, RPBA will assemble 3-5 Advisory Committees focusing on key topics. Each Advisory Committee will have 6-8 people representing the Rogers Park Neighborhood.

The RPBA Board of Directors will be the final decision-making body for this project. RPBA anticipates that the selected consultant team will present in front of the Board of Directors on at least three occasions during the project: 1) project kick-off for information and input; 2) upon completion of the Existing Conditions Assessment and Vision Plan for information and input; and 3) upon completion of the Action Plan for final approval/adoption.

PROJECT MANAGEMENT

The day-to-day project management for RPBA will be led a specific RPBA staff member to be determined before the project begins.

PROPOSAL ORGANIZATION AND OUTLINE

Proposal responses shall be organized by the following chapter/tabs:

1. Statement of Qualifications
 - a. A two-page statement describing the main reasons why the proposing consulting team is best qualified for the project and why this project is important to the consulting team
2. Team Organization
 - a. Profile descriptions of the prime firm and all sub-consultant firms (if applicable)
 - b. Organization chart illustrating hierarchy of decision making and roles of all consultant team members
 - c. Description of the day-to-day project point-of-contact including that person's statement of availability over the duration of the project and 4-5 essential qualities of effective project management
3. Performance on Past Projects
 - a. Please include relevant past project examples
 - i. Submit up to five (5) project examples for the prime firm
 - ii. Submit up to three (3) project examples for the sub consultant firms (if applicable)
4. Planning Philosophy, Critical Issues, Approach, and Schedule
 - a. Describe your team's philosophy for planning commercial corridors in vibrant, multi-ethnic, urban communities
 - b. Identify what you think are the 3-5 most critical issues in this project
 - c. Describe your team's approach to this project including all scope of work elements
 - d. Describe your team's approach to effectively engaging stakeholder and community members
 - e. Provide a project schedule showing key milestones, phases, etc.
5. References
 - a. Provide three (3) references for the prime firm
 - b. Provide two (2) references for each sub consultant (if applicable)
6. Ability to Provide Services
 - a. Answer the following questions
 - i. Is the prime firm currently for sale or involved in any transaction to expand or become acquired by another business entity? If yes, please explain the impact
 - ii. Is the prime firm dealing with any pending or past litigation or claims the would impact the prime firm's ability to perform under a contract with RPBA?
 - iii. Is your company in default on any loan agreement or financing agreement?
 - iv. Does any relationship exist by relative, business associate, or kinship between any member of the consultant team and the RPBA? If so, please explain
7. Resumes
 - a. Resumes of all consultant team members listed in Section 2: Team Organization
8. Fee for services

- a. The fee proposal shall be a lump sum, fixed fee for planning services.
- b. Reimbursable expenses shall be listed separately from the fee

PROPOSAL PAGE LIMIT

Proposals shall be limited to 35 pages or less not including chapter dividers/tabs/front cover.

ABOUT ROGERS PARK BUSINESS ALLIANCE (RPBA)

Rogers Park Business Alliance (RPBA) is a 501c3 non-profit organization established in 1993. RPBA works in the areas of business, community and economic development. We employ a professional staff and are governed by a volunteer Board of Directors composed of local business owners, residents and other stakeholders.

MISSION

Rogers Park Business Alliance cultivates and sustains a thriving economic environment in Rogers Park, serving businesses and residents.

VISION

An ideal Rogers Park offers diverse businesses, arts, cultural and recreational activities, good schools, safe streets, excellent transportation and sustainable practices for all of its residents and visitors.

The RPBA team works tirelessly to develop and implement innovative ways to increase commerce and assist local businesses through a wide variety of programs and initiatives.

Our business incubator, GROW – Rogers Park provides visionary entrepreneurs the resources and tools necessary to create a feasible business plan.

Sustainable Rogers Park provides local businesses information, tools and connections to implement sustainable business practices.

Our Glenwood Sunday Market is a year 'round, award winning farmers market, located on Glenwood Avenue between Lunt Avenue and Morse Avenue.

Live Love Shop Rogers Park is our annual holiday, shop local campaign.

RPBA administers three Special Service Areas offering commercial corridor revitalization to Howard Street SSA #19, Clark/Morse/Glenwood SSA #24 and Sheridan Road SSA #54.

To create a strong community, RPBA produces extraordinary events, including:

- Annual Fundraising Event (April)
- Annual Membership Meeting and Awards Ceremony (June)
- Celebrate Clark Street World Music Festival (July)
- Harvest Fest (September)
- Rogers Park Dinner Crawl (September)
- Taste of Clark Street (November)
- Small Business Saturday (November)
- B2B Northside Networking (Quarterly lunch meetings)
- Rogers Park BizArts (Quarterly after-hours events)

RPBA sponsors many other events, including Glenwood Avenue Arts Fest, Artists of the Wall and other community events. These events build community by bringing together residents, visitors and our businesses.

PROJECT MAP

The following map depicts the approximate project boundary for the master plan:

