



CITY OF LEBANON, OHIO
Department of Planning and Development

RFP #17-1816

Request for Proposals
West Main Street Area Plan

I. REQUEST FOR PROPOSALS

The City of Lebanon is requesting proposals from qualified consulting firms for professional services to develop an Area Plan for the West Main Street (SR63) corridor. The West Main Street Area Plan will be developed with input from the City Council, City Planning Commission, City staff, and interested stakeholders. The primary objective of the West Main Street Area Plan is to create a strategic vision and framework to guide the development pattern over the next 5-10 years.

II. BACKGROUND

The City of Lebanon (population 21,000) is a growing suburban community located in Southwest Ohio midway between the Cincinnati and Dayton metro areas along I-71. The City is beginning to implement planning initiatives to address key areas of the community. A Downtown Master Plan is in the final stages of being adopted.

The heart of Lebanon is Historic Downtown, the original village from 1802 that today is a vibrant mixed use district. The city has a number of gateway corridors that vary in significance and location, but all converge in Historic Downtown. To the west and ultimately connecting with I-75 is the West Main Street (SR63) corridor. This a major gateway to the City and Downtown. The gateway area is characterized by large tracts of undeveloped land along the western part of the corridor with new development currently proposed toward the east at the intersection of Neil Armstrong Way. The corridor has the potential to see significant growth over the next decade and offers substantial development opportunities.

The purpose of the West Main Street Area Plan is to establish an executable, consensus-based development strategy for the area that will ensure public and private improvements are consistent with the community's vision. The City seeks a multi-dimensional plan that outline's a comprehensive planning analysis, including potential development design recommendations for various land uses including the floodplain fringe areas. The plan should also include a conceptual corridor plan for the West Main Street right-of-way that ensures effective traffic circulation, access control, streetscape enhancements, and integration with the local trail network.

The final plan will be presented to the City's Planning Commission for review and to Lebanon City Council for adoption.

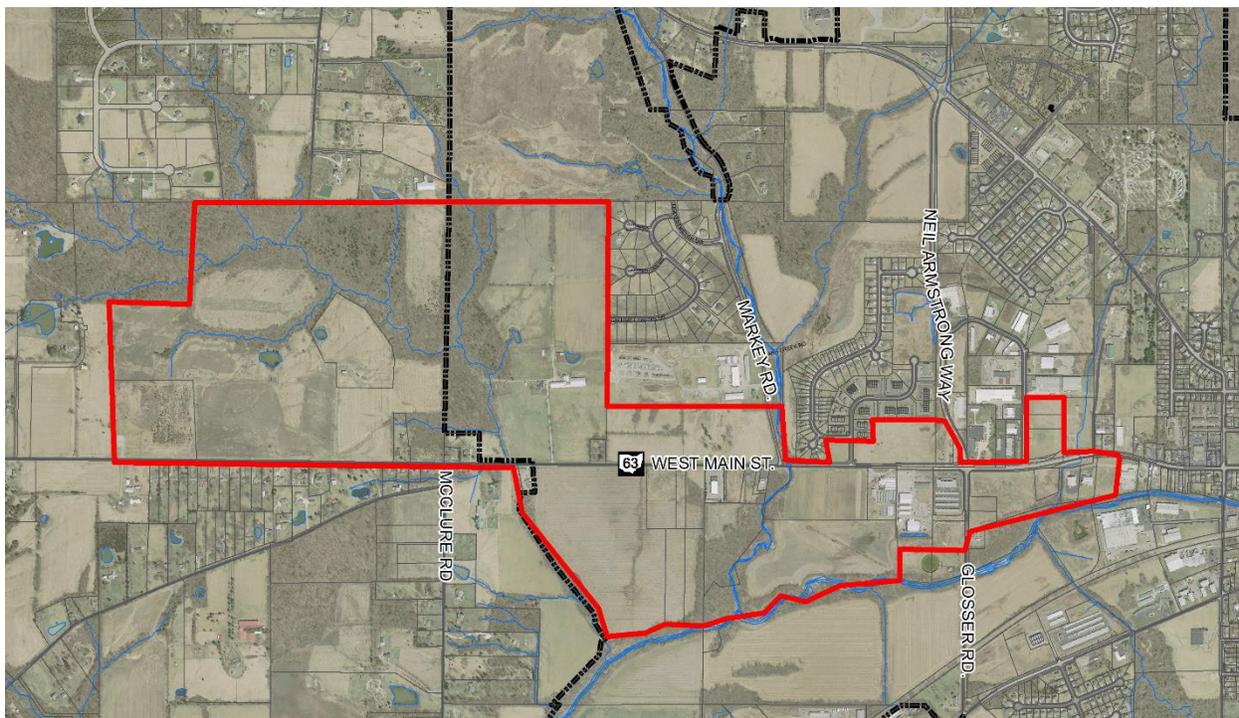
III. OBJECTIVES

The following objectives are the key drivers to this planning process:

- To prepare and adopt a policy document for the West Main Street Area that will inform public and private decision-making.
- To ensure the development potential of the planning area is fully reached to create an exceptional gateway to the community.
- To ensure the technical aspects of the plan addresses concepts for land use; intensity and character of the built environment; development standards; street design, biking, and walking networks; off-street parking; streetscape character and design standards; open space; and public utilities.
- To identify implementation strategies, including public and private financing, economic incentives, or other development-related policies.

IV. PLANNING AREA

The West Main Street Area contains approximately 510 acres, of which 90 percent is undeveloped and the remaining area is currently developed or pending development. The existing development within the planning area is a mixture of retail, office, and light industrial uses. A majority of the undeveloped acreage is agriculture and actively farmed. The planning area boundary is outlined in red.



To the north of the planning area, west of Neil Armstrong Way and along the Markey Road corridor, are residential neighborhoods. To the east of the planning area, along the West Main Street corridor is a mixture of commercial and residential uses. To the south is the Turtle Creek stream corridor that includes

FEMA regulated floodplain. The area to the west consists of agricultural farmland and rural residential extending to the SR741 intersection.

Recent development activity within the planning area has been limited over the last decade. However, private interests have acquired properties at the intersection of Neil Armstrong Way over the last year with the intent to develop the sites. The West Main Street corridor has a consistent traffic pattern with volumes at 12,250 ADT as of 2015.

V. PLANNING SCOPE

The following describes minimum components that should be included in the scope of work. A traditional planning process shall guide the scope of work for the area plan. The staff will finalize the scope with the selected consultant prior to contract authorization. The City is open to suggestions other than those listed in this request, which consultants believe would be of value to producing the desired outcomes. The completion date for the area plan update is 9-12 months from the date of the contract authorized by City Council.

1. Existing Conditions Analysis - Develop a baseline of information regarding existing conditions in the study area, including land use, zoning, property ownership, building form, development character/design, infrastructure (streets/ROW, utilities, etc.), traffic circulation, sidewalks and multi-use trails, natural features and open space.
2. Visioning - Engage stakeholders, residents, general public, elected officials, and City staff to develop a vision statement, themes and goals that will guide the planning concepts. Focus groups may also be included, organized by interest type (e.g. property owner, developer, resident, etc.).
3. Stakeholder Design Charrette - Based on the vision statement and existing conditions report, create a set of draft development concepts and illustrative renderings for public input. Utilize a design charrette technique to engage stakeholders to identify development concepts for the area. The development concepts will be refined to address general land use, intensity and character of the built environment; development standards; street design, biking, and walking networks; off-street parking; streetscape character and design standards; open space; and public utilities. As part of the charrette, develop a separate set of concepts, typical sections and images for the West Main Street right-of-way, to include corridor design and landscaping enhancements, street design, sidewalks and multi-use trails, crosswalks, and public realm improvements. The concepts should be driven by stakeholder input and appropriate design principles.
4. Draft Area Plan - Prepare a draft area plan document that summarizes all work completed to date. At a minimum, the draft plan will include the following sections: Existing Conditions, Visioning, Public Input - Charrette, Plan, and Implementation. The Plan will address in text, maps and graphics the policies for land use, intensity and character of the built environment; development standards; street design, biking, and walking networks; off-street parking; streetscape character and design standards; open space; and public utilities. A separate section within the Plan will address the corridor enhancements and improvements to the West Main Street right-of-way. The Implementation section will identify and prioritize capital improvement projects, recommended changes to the future land use and zoning of the West Main Street corridor, phasing of development and related public improvements, economic incentive strategies, and other elements as deemed relevant.

5. Public Review - The draft plan will be provided on-line for public comment. The on-line posting will include a survey to gain feedback and solicit input on the draft area plan recommendations.
6. Final Plan - Prepare the final area plan based upon the public review. The final area plan will be reviewed by City staff prior to the formal adoption process.
7. Adoption -The final area plan will be submitted as an amendment to the Comprehensive Plan. A joint work session of the City Council and City Planning Commission will be conducted to review the final area plan, and gather feedback and consider final edits to the plan; the consultant is expected to attend the joint work session. Following the joint work session, the plan will be presented to the City Planning Commission for consideration. Upon recommendation from the City Planning Commission, the plan will be submitted to City Council for adoption. A public hearing will be held before the City Planning Commission and City Council to gather final input prior to adoption.

VII. DELIVERABLES

The following outline provides the minimum expectations for the type of deliverables from the consultant during this project.

1. Existing conditions analysis.
2. Work plan for the visioning sessions, meeting materials for each session, and a visioning report, including a memorandum summarizing the stakeholder interviews.
3. Work plan for the design charrette, meeting materials, and a memorandum with maps, illustrations, etc. summarizing the charrette results.
4. Agendas, presentations, materials and meeting notes for all working group meetings.
5. Draft plan for public review, and report summarizing the feedback and recommended changes.
6. Final draft plan for adoption process, with revisions as required.
7. Final plan following adoption process (digital files suitable for posting on the web and a PDF of the entire document).
8. Create and manage a web page throughout the process to provide information, share feedback, and solicit input on the planning process.

VIII. PROPOSAL OUTLINE

Each consultant who responds to this request is required to submit the following information in the proposal.

1. Cover letter that introduces the team, summarizes its qualifications and the unique experience relevant to the project.
2. Description of the firm(s) qualifications, with emphasis on work related to the project scope, as well as qualifications of each key team member (provide resumes). The project manager should be identified.
3. Statement regarding the team's understanding of the project, the major issues and other relevant considerations. Provide insight into the context of Lebanon and the role of the plan area within

the greater community. Share initial thoughts regarding the team's proposed approach in response to this context.

4. General description of the proposed project approach and a summary of the scope of services, organized by phase, task, timeline and deliverables. Consultants may propose alternative techniques and methodologies, provided that the intent of this RFP is fulfilled.
5. Estimated fee for completing the scope as submitted, broken down by phase/task and summarized. Additional information shall include the staff assigned to each task, billable hourly rates, and hours assigned to each task, with a total by phase. The firm's overhead rate should also be noted on the table. Reimbursable expenses shall be described by general type (e.g. travel, food, supplies, production, etc.), summarized and noted as a percentage of the total fee.
6. Proposed schedule broken down by phase/task and noting key milestones (e.g. meetings, etc.). Please note any factors that could extend the schedule.
7. Statement of the team's capacity to perform the required work competently and expeditiously to meet the proposed schedule, as indicated by the firm's size and the availability of necessary personnel, sub-consultant(s) availability, team's current workload, and equipment and facilities.
8. Professional references (five minimum) of recent work, including name, affiliation, address, phone number and email.
9. Supporting material must be included in an Appendix.

VIII. PROJECT SCHEDULE

It is important that this planning process occurs as efficiently as possible to ensure that all participants are fully engaged in a meaningful way that respects their individual time constraints. Nine months is a reasonable timeframe, but the contract will be for a 12-month period to cover unforeseen delays.

PHASE	MONTH
Existing Conditions Analysis	1-3
Visioning	1-3
Public Input - Design Charrette	3
Draft Plan	3-4
Public Review	5-6
Final Plan	7
Adoption	8-9

IX. BUDGET

The City will utilize a fixed fee contract, inclusive of expenses, that shall be billed on a monthly, percent complete basis.

X. SUBMITTAL

Interested consultants should submit seven (7) copies and one (1) electronic (PDF) version on CD of the proposal by **4:00 PM, October 27, 2017**. Late submittals will not be accepted. Proposal should be delivered to:

City of Lebanon, Ohio
c/o Diana Lakes, Contract Administrator
50 S. Broadway
Lebanon, OH 45036

Incomplete submittals will not be considered. The City of Lebanon reserves the right to accept or reject any proposal received. Consultant firms will not be reimbursed for any costs associated with responding to the RFP. All material submitted in accordance with the RFP becomes the property of the City and will be public information.

Questions may be emailed to Jason Millard, Economic Development Director no later than October 19, 2017.

IX. SELECTION CRITERIA

A Selection Committee of City staff will review and evaluate the proposals. From this process, staff anticipates identifying at least three (3) candidate firms to interview. The interviews are tentatively scheduled to occur the week of November 13th. From the interviews, the City will select a winning proposal. Following the selection, the contract for services will be negotiated and processed.

The proposals will be evaluated for selection based on the following criteria:

1. A high level of professional competence and a proven record of accomplishment in the preparation of master plans, general plans, specific plans, environmental reports, and the implementation of public participation programs.
2. Demonstration of professional and technical expertise, and proven experience of the principal personnel assigned to the project. The disciplines that should be reflected on the team include land use planning, urban design, zoning, development planning, transportation planning, and infrastructure planning. If a joint venture, the records of accomplishment of the team members' experience working together.
3. Public engagement and experience working with the public, as well as citizen groups, in facilitating dialogue and discussion to achieve the plan deliverables. Ability to present high quality verbal and visual presentations.
4. Relative proximity/location of the consultant team(s) office/headquarters to the City of Lebanon.
5. Skills in producing high quality documents, visual renderings and other relevant graphics.
6. Capacity to complete the project within the required timeframe (9-12 months).