



September 17th, 2018

REQUEST FOR PROPOSAL

Northcenter Neighborhood Visioning Study

STATEMENT OF PURPOSE

SSA #38 and the Northcenter Chamber of Commerce, in partnership with the Northcenter Neighborhood Association, the office of Alderman Ameya Pawar, 47th Ward and other community stakeholders, are seeking a professional consultant to develop a neighborhood zoning, density and market study with a robust community engagement process.

The mission of this study is to assess the development needs of the Northcenter neighborhood and build a set recommendations to advise future aldermen and other stakeholders on economic development in the neighborhood, particularly centered around the Lincoln/Damen/Irving Park "Six Corners" area. This will include an assessment of needs regarding economic development as well as building development (e.g. adaptive reuse, etc.).

Through this study, SSA #38 partners seek to:

- Work with the community to set goals about what residents, business owners and other stakeholders want the Northcenter neighborhood to be and how to best achieve that vision
- Assess the Northcenter neighborhood's strengths, weaknesses, opportunities and threats (SWOT analysis)
- Identify gaps and opportunities in the local retail market
- Assess neighborhood branding and identity, as well as neighborhood aesthetics and character of buildings, including integration of neighborhood history and landmarks where applicable
- Identify key recommendations with respect to zoning, building massing and density and economic development

A community engagement process addressing the needs of residents and business owners and working with them to set goals for the future of Northcenter will be an essential tent pole of this study. This engagement process will also work to involve local schools, senior populations and other groups most likely to be highly impacted by future density and zoning changes. The client may choose to emphasize and direct the firm to invest their resources and time into certain elements of the proposal over others depending on the natural trajectory of the project.

From this study and community engagement process, the community partners hope to develop an informed report with recommendations for future aldermen and community economic leadership with respect to zoning, density, neighborhood diversity (economic, housing style and otherwise), availability/needs related to public transit and parking, retail and tenant attraction and neighborhood identity. The Chamber and other neighborhood institutions will use this report to guide future strategic



planning as well.

A committee has been established with representatives from the 47th Ward Office, the Northcenter Chamber of Commerce, Special Service Area #38 and local neighborhood associations. Input from the general public will be solicited at specific intervals during the process.

PROJECT DESCRIPTION AND SCOPE OF SERVICE

The following is a preliminary overview of the tasks envisioned to be undertaken. The Northcenter Chamber of Commerce and Special Service Area #38 encourage respondents to prepare a creative and flexible approach to delivery of the requested services and provide time for community input during design, with an estimated three public meetings at three hours each.

- *SWOT Analysis*

Identification of the strengths, weaknesses, opportunities and threats of the Northcenter neighborhood, with emphasis on retail and residential market. The intent is to identify market trends as well as gaps in the current neighborhood retail landscape, with emphasis on neighborhood spending on online retail. The SWOT analysis should be conducted with reference to the community's goals.

- *Peer District Comparison:*

A comparison of retail market and mix, income and zoning types in Chicago neighborhoods with similar demographics.

- *Visioning and Aesthetic Preference*

This aspect of the study would be concentrated on the Lincoln Avenue / Irving Park / Damen Avenue "Six Corners" area and how it connects to the neighborhood at large, as well as on community identity and branding practices.

- *Further Engagement and Meeting Facilitation:*

Goal-setting, solicitation, facilitation, and engagement of neighborhood representatives will be undertaken as an on-going task throughout the planning process. These efforts may include, by are not necessarily limited to one-on-one meetings, small group discussions, collaborative style workshops, and traditional presentation/Q&A sessions. There will be an assumed minimum of three (3) community meetings, as well as an online survey or other alternative to provide feedback for those who cannot physically attend meetings. Creativity and flexibility will be encouraged in the type and number of participation techniques selected for the process.

SUBMITTAL FORMAT

Overview of Required Sections:

- Cover letter
- Table of contents



- Firm background and statement of staff experience
- Scope of proposed services
- Anticipated project timeline and dates of major milestones, including expected intervals of at least three (3) internal committee and three (3) community meetings
- Proposed budget for the services to be provided with an per hourly rate breakdown of services suggested beyond those outlined within the request-for-proposals
- References from three clients for whom similar services have been provided in the past five (5) years.

Cover Letter:

The cover letter should contain the name of the submitting firm, the address of the firm, and the contact individual(s) authorized to answer services, price, and contract questions. Include the contact individuals' telephone numbers and mailing addresses. The cover letter must be signed by a representative authorized to bind the submitting firm.

Table of Contents:

The contents of the submittal shall be included in an index at the beginning of the submittal and should include all contents and attachments.

Consulting Firm Background and Statement of Staff Experience:

Describe the organization of the staff team that would service the contract. Provide a listing of the management level members of the staff team. Include name, title, and length of service with the firm. Remaining staff should be identified by name and title; additional qualifications and experience on similar projects may be included. This section should include the range of services performed by the consultant and the consultant's background in providing these services to non-profit entities. All proposed subcontractors, if any, must also be listed, including their specific roles on this project.

The firm shall also include their demonstrated working knowledge of Chicago neighborhoods and the Special Service Area program.

Scope of Proposed Services:

Provide a task by task description of the services proposed to be delivered by the consultant to fulfill the objectives of the request-for-proposals as identified by the Northcenter Chamber of Commerce and Special Service Area #38 previously within this document (see PROJECT DESCRIPTION AND SCOPE OF SERVICE section above). Please provide sufficient detail to clearly delineate the services and deliverables to be produced at the conclusion of each task.

Anticipated Project Timeline and Dates of Major Milestones:

Provided a chronological breakdown of the duration of the anticipated project services which includes highlighting significant service milestones to be accomplished during the term of the proposed services. Special Service Area #38 requests a cap of nine (9) months for project submission and completion.



Proposed Budget:

The fiscal year 2018/2019 Northcenter Visioning Study is budget driven. Special Service Area #38 has allocated a cap of \$40,000 for services related to this initiative. It is important that the selected consultant remains within that fiscal constraint while delivering a product that may become the standard for future economic development recommendations in the Northcenter neighborhood. Please provide a detailed list of the services and materials that your specific proposed budget is to include.

References:

Provide a list of three (3) client references that your firm has provided over the past three (3) years and/or is currently serving. Provide the name of the entity, primary point of contact, address, telephone number, and email address for each client reference.

PROPOSAL EVALUATION AND SELECTION

The Northcenter Chamber of Commerce and Special Service Area #38 will review all submittals resulting from this Request for Proposal (RFP), and select one (1) to three (3) firms to begin negotiations with, based on the Committee's evaluation of the abovementioned requirements. Each of these selected firms may then be contacted for an interview by the Chamber of Commerce and Special Service Area #38.

TERMS AND CONDITIONS FOR MAKING A SUBMITTAL

Inquiries from Submitters:

All scope of services or miscellaneous questions regarding this RFP may be submitted via email or telephone to the individual/address shown below by 5 pm on Friday, November 30th, 2018. It is the bidder's responsibility to seek clarification for requirements in this RFP that are not understood.

Lindsay Eanet
Executive Director
Northcenter Chamber of Commerce
4054 North Lincoln Avenue
Chicago, Illinois 60618
Phone: 773.525.3609
Email: info@northcenterchamber.com

Costs Incurred in Responding:

All costs, directly or indirectly related to the preparation of a submittal, including any oral presentations required to supplement and/or clarify a submittal, shall be the sole responsibility of the submitting consultant.



Northcenter
CHAMBER OF COMMERCE

4054 N. LINCOLN AVENUE | CHICAGO, IL 60618

Response Instructions:

One (1) electronic copy of the proposal in PDF format should be submitted via email to the following email address: info@northcenterchamber.com

Submittals must be received by 5 p.m. on Friday, November 30th, 2018. Proposals received after this date and time will be rejected. The Chamber of Commerce and Special Service Area #38 will not be responsible for late delivery due to technical issues.