

**REQUEST FOR PROPOSAL**  
**DOWNTOWN MASTER PLAN & PARKING STUDY**  
**CITY OF MONROE, MICHIGAN**



**RESPONSES ARE DUE:**

**10:00AM, TUESDAY, SEPTEMBER 5, 2017**

**CITY OF MONROE**

**OFFICE OF THE CITY CLERK/TREASURER**

**120 EAST FIRST STREET**

**MONROE MI 48161**

## GOALS

The purpose of this request for proposal is to identify a consultant that can supply the City of Monroe, Michigan (the “City”) with an interdisciplinary Downtown Master Plan which melds a visionary urban design plan inspired by New Urbanism principles with a market-based economic strategy, combined with a current conditions and future needs analysis for parking. The selected firm is intended to be the primary consultant on the project, but partnering with other professional sub-consultant(s) operating as team members is permissible.

The project will coalesce existing planning documents into one, holistic, long-term, visionary and comprehensive plan which positions the downtown for readiness and efficiency in attracting developer interest, emphasizes pedestrian access and connectedness into and throughout the downtown, improves the ability to attract quality and sustainable growth, raises expectations about downtown’s future, promotes creation of public spaces and addresses parking needs through data-driven decision-making. The plan will specify actions to fulfill the ambitions described and will assign responsible parties and partners.

## INTRODUCTION

The City, in conjunction with its Downtown Development Authority, is requesting proposals from consultant teams to develop a Downtown Master Plan (the “Plan”) as a sub-plan of the City-wide Master Plan and to provide a Parking Study of current conditions and future needs. The Plan shall examine the physical, economic, social and cultural components of the downtown area to be redefined. The planning process shall comply with the Michigan Planning Enabling Act (Act 33 of 2008) and it shall be developed under the auspices of a Study Group comprised of various stakeholders, city officials and city staff.

Consultant teams are expected to include members with depth and breadth of experience in urban planning, economic development, place-making and parking analysis.

The end result will be a Plan that captures a vision to create a better community, draws conclusions from market data to strengthen the economy, and compels action on the part of both private and public sectors.

## CITY BACKGROUND

Founded in 1785 and the site of a War of 1812 battlefield, Monroe is a community that has a shared vision that seeks to balance the opportunities of economic development with the stewardship that is required for historic preservation. Monroe is also Michigan’s third oldest community. With a population of 20,733, Monroe is located about 17-miles north of Toledo, Ohio and about 35-miles south of Detroit. The City of Monroe was incorporated in 1817 and is also the county seat of Monroe County.

Monroe's location on the west shore of Lake Erie and its River Raisin made it a natural crossroads for food and transportation that attracted the Potawatomi Tribe of Indians who first lived here. Later, French missionaries, fur trappers, and settlers came for the same reasons. Residents and visitors today continue to find Monroe to be a welcoming crossroads of historic and natural treasures. The city is home to the National Register of Historic Places War of 1812 River Raisin Battlefield. Monroe's natural environment is showcased and preserved by having the 260-acre Eagle Island Marsh unit of the Detroit River International Wildlife Refuge located in it. And the inland sea of Lake Erie offers boating, swimming, camping, wetlands exploration, hiking, and fishing, at the 1,300-acre Sterling State Park on the shores of Lake Erie.

### COMPLETED PLANS AND RELEVANT STUDIES

In recent years, a number of planning efforts occurred which resulted, in part, in the creation of approaches or tactics for improving the appearance and/or utility of the downtown. Each of these planning exercises involved significant contributions from the public, either through visioning sessions and/or online engagement. One of the goals of this exercise is to capture those ideas and coalesce them into a single source of information, while exploring new ideas and approaches to best position the downtown area for economic recovery and sustainability.

- Former City of Monroe Master Plan-2003
- City of Monroe Master Plan-2017
- Resilient Monroe Plan-2013
- River Raisin Heritage Corridor - East Master Plan-2013
- Place Plan for HEART of Monroe-2015
- Target Market Analysis - Retail-2017
- Target Market Analysis - Residential-2017
- DDA Strategic Plan -2017
- St. Mary's Park Plan-2017
- Monroe Street Traffic Analysis- 2014
- Downtown Façade Study - 1981
- Downtown Master Plan by Lawrence Halprin - 1979

Additional relevant source documents include:

- Map of current DDA District
- Zoning Map

### SCOPE OF SERVICES

"In 2027, downtown Monroe will be a state- and nationally-recognized vibrant and **walkable** downtown. The **storefronts and upper floors are occupied** and attract

residents to shop and dine locally. It is the preferred downtown in the region for young and successful professionals and retired baby boomers to **reside**.

The downtown Monroe retailers and restaurants combine into a **lively shopping and entertainment district** with an active nightlife. They **leverage technology** to augment their storefront sales online and to promote their businesses to the community and others in the region.

All historic downtown buildings have made improvements from **facade renovations, new signage, and outdoor seating**. Empty lots and underused properties are revitalized with **productive real estate** contributing to the tax base, creating jobs and places to live.

The downtown is connected by an **attractive, functional streetscape** that is welcoming to **pedestrians and non-motorized modes of transportation**. The downtown has created **greater connection** to major employers, education institute and other attractions in the area such as the River Raisin, National and State Parks, and the River Raisin Center for the Arts." - 2017 Strategic Plan Vision Statement

The consultant team will facilitate and develop a Downtown Master Plan that will illustrate these and other conceptual elements that are gathered through the process and prepare recommendations for urban design, redevelopment, land use, transportation and parking.

The *Downtown Master Plan* will address the following critical elements:

- Development of guiding principles for Downtown Monroe development
- Define the sub-plan area, expansion or contraction of the downtown district, recommend, if appropriate, proposed boundary changes for DDA district
- Economic and redevelopment strategy using Target Market Analyses to support business expansion and recruitment and strategic placement of new housing opportunities, including targeting tourism for economic development
- Discuss land use and the zoning code, recommend changes to help guide public policy and to facilitate economic growth and market-based solutions
- Define community character on which to base future development that places quality of architecture and aesthetics at the forefront, discuss if regulatory action through a form-based code is appropriate
- Transportation, including pedestrian, non-motorized, public and vehicular, placing emphasis in that order; examine walkability into and throughout the downtown, determine if Complete Streets resolution or ordinance is necessary, discuss appropriate lane configuration for Monroe Street, which currently acts as a divider, and circulation patterns, examine potential for reduction of traffic signalization with roundabouts at key gateways - i.e. Front/First/Harrison intersection
- Examination of potential for districts within the district - i.e. gateways, civic, arts/culture/creative, waterfront, public/farmers market, retail - to introduce clustered business types for leveraging of resources and capitalizing on existing assets

- Balance historic preservation with redevelopment and upper-floor conversion, consider an overlay district for mandatory first-floor retail/restaurant/service, identify obsolete or underutilized sites for potential redevelopment by increasing density, include illustrative drawings or renderings that will inform users or design developers of expected form and character of improvements
- Streetscape projects and public spaces to improve the pedestrian experience and to provide places for formal and informal public gatherings, discuss opportunity to enliven sidewalks with improved outdoor dining and shopping, Improved connection to and utilization of nearby recreational uses, emphasize development potential of waterfront and Riverwalk
- Use of technological and ecological advancements such as energy efficiency to improve the downtown experience and eco-friendliness
- Each outcome/initiative/recommendation must identify an appropriate group, organization or sector that may serve as owner/champion and suggested funding mechanism(s)

The *Parking Study* will address the following critical elements:

- Survey and evaluation of current conditions within study area
- Assessment of operational practices
- Assessment of future needs based on growth in demand, redevelopment scenarios and/or changes to building or land use
- Develop strategies including both demand management and increased or modified parking supply to meet future demand

Phases of the project include:

- Discovery – through examination of prior and current planning documents, familiarization through project launch with study group, walking audit, current conditions survey
- Visualization – through study group workshops with selected stakeholder input
- Determination – preparation of the Downtown Master Plan and Parking Study document, gathering feedback through community gathering and on-line survey
- Delivery – preliminarily, to the study group; ultimately to Downtown Development Authority, Citizens Planning Commission and City Council
- Adoption – in a manner that complies with the State of Michigan planning enabling act

## TIMELINE

The following identifies the tentative timeline for completion of the Downtown Master Plan and Parking Study:

September, 2017	Project Kickoff
September - December, 2017	Monthly Study Group Workshops
October, 2017	Parking Current Conditions Assessment
January, 2018	First Draft
February, 2018	Parking Future Needs Assessment
March, 2018	Community Gathering and Survey
March, 2018	Plan Finalization
April, 2018	Presentation to DDA, CPC and City Council
May - September, 2018	Approval Process

The consultant team may anticipate attendance at 8-10 study group meetings and/or public presentations.

## **REQUEST FOR QUALIFICATIONS SUBMITTAL REQUIREMENTS**

Please prepare and organize your proposal based on the requirements below. Any supplementary information you would like to provide should be placed in a separated section at the back of your submittal. Please note that the RFP submittal is limited to twenty (20) pages, excluding resumes.

Interested consultants are requested to submit one (1) original copy, and one (1) electronic copy in a PDF format on 8 ½ x 11 paper in a font size no smaller than 12 points.

1. Enclose a cover letter not to exceed one page describing the interest and commitment to perform the work described in the Scope of Services. The person authorized to negotiate an agreement with the City of Monroe shall sign the cover letter.
2. State the qualifications and experiences of the consultant/individuals. Emphasize the specific qualifications and experience with engagements of similar scope and complexity.
3. Provide at least three (3) references from work completed within the last five years of similar scope and complexity. Include a brief description of the work performed and role of the consultant.
4. List key staff members, including identification of the Principal and/or Project Manager and a single point of contact.
5. Include a chart of those team members who may take a role as a consultant to the City.
6. Provide a narrative and photographic record of three (3) projects completed by consultant of similar scope and complexity.
7. Provide confirmation of consultant's ability to meet the requirements specified in this request and evidence of insurability.

8. Supply a fee schedule that anticipates payment over two fiscal years (approximately 75% in current year, 25% in year beginning July 1, 2018)

Proposals are due no later than **10am on Tuesday, September 5, 2017** in the **Office of the City Clerk/Treasurer, City of Monroe, 120 East First Street, Monroe, Michigan 48161**. Proposals received after the stated deadline will not be considered. Incomplete or unsigned proposals will not be considered.

## SELECTION OF CONSULTANT

Proposals will be evaluated and scored using the following criteria:

- Qualifications and experience of key team members
- Experience with projects of similar scope and complexity
- Satisfaction of previous clients
- Quality and completeness of the proposals

The City reserves the right to select a consultant at its sole discretion. A subcommittee will evaluate the proposals received in response to this request. Based on input, a recommendation will be made to the City Manager, who in turn will make a recommendation to the City Council to select a consultant team for the project.

The City reserves the right to reject any and all proposals with no penalty to the City. The City reserves the right to select the consultant team that best meets the requirements of this request for proposal.

## SELECTION PROCESS DATES

August 10, 2017	Request for Proposals release date
September 5, 2017	Proposals due no later than 10am in the City Clerk/Treasurer's Office
September 12-13, 2017	Interviews scheduled, if required
September 18, 2017	Proposal to be accepted by Monroe City Council