



# Request for Proposals Professional Services

## City of Fairlawn, Ohio Comprehensive Plan Update

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**SECTION I  
BACKGROUND**

The City of Fairlawn is requesting proposals from qualified firms with experience in community design, land use and environmental planning, economic analysis, and citizen involvement/participation to update the City's Comprehensive Plan. Interested consultants shall submit documentation substantiating their qualifications to perform the services required. The scope of the project is to update the existing Comprehensive Plan and refine a community-based vision based upon public participation.

**THE CITY**

The City of Fairlawn, Ohio is located in Summit County and is bounded by the City of Akron, Bath and Copley Townships. The City is approximately 4.5 square miles in size and has 7,437 residents according to the 2010 Census. The City is bisected to the south by Interstate 77 with four interchanges (Exits 133, 135, 137 A/B & 138) and State Route 18 is the major commercial corridor through the City. Fairlawn was incorporated as a City in 1970.

The City has a large commercial base, with  $\pm 72.5\%$  of local income revenues generated by individuals who work in Fairlawn, but live outside of the corporate limits. The retail sector is mostly located along West Market Street (State Route 18) and consists of Fairlawn Town Centre to the east, Summit Mall in the center and Rosemont Commons/Shops of Fairlawn to the west. The commercial area along West Market Street has reached full saturation and is experiencing a trend of redevelopment. The City has two major Corporate Parks, Embassy Parkway which is at  $\pm 95\%$  buildout and Fairlawn Corporate Park which is only about  $\pm 20\%$  buildout.

Summit Mall, located in the heart of the City's business district opened in 1965 and is the oldest continuously operating mall in Summit County. Summit Mall is a landmark as well as a business anchor in the City. Additionally, the City is home to two private country clubs: Rosemont Country Club and Fairlawn Country Club. The City does not have a "downtown" and commercial development has mostly occurred along West Market Street. As the City moves forward, it is anticipated that the majority of development will be redevelopment of existing areas as well as preservation of key businesses such as the mall.

**PRIOR PLANS**

Fairlawn's most recent Comprehensive Plan was an update adopted June 21, 2010 and can be downloaded at: <http://cityoffairlawn.com/index.aspx?NID=384> The City has never had a plan completed for the entire geographic boundaries.

Other completed plans include the following:

- Land Use and Zoning Recommendations – 2002

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- Amendment to Land Use Plan – 1997
- Land Use and Thoroughfare Plan for areas served by new water and sewer lines – 1988

**SECTION II  
SCOPE OF SERVICES**

**OVERVIEW**

The Request for Proposal seeks to establish a partnership with a qualified consultant to conduct the City's Comprehensive Plan Update. The Plan should define a vision for the community. The vision shall address the desired balance of land uses, their location, design character and density as applied to undeveloped and potential re-development areas, and the interconnection among land uses, the built environment, the socioeconomic environment and the natural environment. Additionally, the plan shall study the interconnection of the built environment with pedestrian access and recommendations for autonomous vehicle integration into the existing environment.

The following describes the suggested minimum components that should be included in the scope of work. 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 proposal, which consultants believe would be of value to producing the best Comprehensive Plan Update for the City of Fairlawn.

The consultant shall initiate the overall study, analyze existing conditions, identify needs and opportunities, and prepare implementation strategies for the City of Fairlawn. The consultant is expected to analyze existing conditions in order to promulgate the various components of the Comprehensive Plan. The analysis must determine emerging trends and the suitability of existing land use regulations, public/private facilities, and services to meet the growing and changing needs of the population. It is expected that the Plan's outlook will be 10 years.

The City's existing conditions shall be analyzed through a public participation process to formulate community goals and objectives that represent the collective desires of the public. In addition to Fairlawn residents, the process may include the surrounding municipalities, the county and City business leaders, as well as various regional agencies.

The Plan shall outline development and/or redevelopment strategies that consider preferred future land use patterns and the infrastructure improvements required to support such land use patterns. Economic, social and environmental impacts should be addressed as well. The implementation strategies shall identify projects that should be pursued to implement the goals of the Plan. Additionally, the proposal shall contain a schedule of anticipated tasks.

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**PLAN ELEMENTS**

**Citizen Participation**

The City considers citizen input essential. The Comprehensive Plan process shall be structured to maximize citizen involvement and participation. The City also wants a strategy that includes youth and millennial populations for citizen input. The consultant will be responsible for designing a public participation strategy. The consultant shall propose a process that is both creative and interactive for soliciting input from a diverse participant pool with the goal of channeling this input into realistic alternatives for consideration by the public, the Planning Commission, and City Council. The goal of citizen participation is to yield conclusions on public opinion regarding future policies on issues such as land use patterns, transportation, economic development, housing, public safety, parks, community facilities and environmental issues.

**Demographics and Socioeconomics**

The Plan should reflect current and projected demographic and socioeconomic trends and their implications on land use patterns and public services planning. The consultant should endeavor to obtain current and accurate demographic and socioeconomic data upon which policy recommendations will be based. Additionally, the plan shall include strategies in order to achieve desirable projected demographics.

**Existing Land Use**

The Plan shall incorporate a visual and narrative depiction of the residential, commercial and industrial land use and development within the City.

**Future Land Use**

The Plan should include a proposed land use map as well as policies and recommendations pertaining to future land use. The Comprehensive Plan should prepare a land use capacity analysis that will help direct growth and redevelopment within the City. This element should also describe the interrelationship of existing and probable local land use patterns and the identification of means to mitigate negative impacts of potentially incompatible land uses.

**Community Character and Urban Design**

The Plan shall set out policies that address place making, community gateways, community image, integration of major roadway corridors, and the preservation of community attributes. The feasibility of creating a downtown shall also be studied. This element shall be a tool to direct the continuing use or further development of existing design standards and guidelines.

**Housing and Neighborhood**

The housing element provides an opportunity to set policy direction relative to the range of housing products offered in Fairlawn and to address housing models that are not currently in the market. This element shall study cohesive neighborhood planning. It is understood that the majority of housing development in the future will be redevelopment of existing areas and the plan shall address this factor.

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**Transportation**

The Plan should evaluate the City's existing transportation system (vehicles, pedestrian, bikes, public, etc.) independently and integrally as part of the regional and state wide system. Additionally, the future impact of autonomous vehicles shall be investigated.

**Economic Development**

The Plan shall address a range of policies that preserve and strengthen business and commerce in the City. This element shall characterize the unique attributes of the existing business districts and provide an evaluation of underutilized commercial and retail space and opportunities within the City. Projected employment and ratios of employment to housing units should be discussed.

**Parks and Open Space**

The Plan shall integrate existing parks and open spaces, trail connectivity, park accessibility and input from the Park Board and Parks and Recreation Department.

**Public Facilities and Utilities**

The Plan shall address a wide range of governmental services including infrastructure. Goals should address maintaining the high standards of public safety and crime prevention in the City. Service capacities of utilities shall be investigated for development and redevelopment of areas in the City. Master electric, storm, water and wastewater plans shall be discussed in this element, and should consider any impacts on existing and planned public facilities. An analysis of existing public buildings should be performed to determine deficiencies and make recommendations for public improvements. Additionally, as the FairlawnGig fiber utility is brought online, study of the impact of this important modern infrastructure shall be performed in order to make recommendations for its further integration.

**DELIVERABLES**

- The Comprehensive Plan format shall consist of both text (Microsoft Word) in an 8 1/2" by 11" (vertically oriented) three ring binder format. Maps shall be produced in ArcGIS format of 36" by 60", with the capability of being legibly reduced to 11" by 17" for inclusion into the binder. The consultant shall deliver the draft and final documents in both hard copy and electronic formats to allow for reproduction, revision and direct web posting.
- Prepare Key Plan Element drafts for citizens and Planning Commission review.
- Digitize new maps, input data and create new GIS layers, and incorporate selected maps from existing work products to produce GIS maps.
- Prepare Comprehensive Plan
  - Produce all materials for public presentations.
  - Provide digital, web ready updates and drafts of the Plan for posting on the City's website.
  - Produce final copies for approval and adoption by the City Council.
- Provide the City with a reproducible hard and soft copy of the adopted Plan. Digital documents and maps shall be easily editable and provided in the following file

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formats:

- Comprehensive Plan text and maps shall be provided in Adobe PDF.
- Comprehensive Plan text shall be provided in Microsoft Word format.
- All final maps and overlays must be able to be maintained and manipulated using ArcGIS.
- All final maps and source data files will be provided to the City.

**PROPOSED PROJECT SCHEDULE**

As a submittal requirement, the applicant shall submit a project schedule showing key task target dates, including public meetings and hearings and estimated task duration.

**PROPOSED PROJECT BUDGET**

For the purpose of this proposal, the basis of the total budget is on the required tasks identified in your proposal and in the draft work program. The budget should include all anticipated consultant's costs including, but not limited to, meeting attendance and facilitation, travel expenses, correspondence and staff report preparations, document preparation and production, public information mailings, and document graphics or other necessary presentation graphics, etc. The final consultant selection and proposed budget will be presented to City Council for approval.

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**SECTION III  
PROPOSAL CONTENT AND FORMAT**

Proposals will be considered only from qualified firms with a preference to firms that are based in Ohio and familiar with Ohio laws.

**PROPOSAL FORMAT**

Limit the total length of the proposal to **fifteen (15) pages maximum**. The content of the proposal shall include:

- A. Letter of Transmittal; and
- B. Executive Summary; and
- D. Brief organizational profile, including background and experience of the firm; and
- E. Previous project summaries, including reference contact information, for a minimum of three (3) projects which are similar in scope to the project described herein which demonstrate pertinent corporate and key personnel experience; listing of the pertinent projects may be included. (The City reserves the right to contact any references provided herein or otherwise obtained); and
- F. Disclosure of any competing interest or potential conflicts of interest in the City including consultant's work for persons or firms who own land or have development interest in the City; and
- G. Project Schedule: The amount of time in months, and as a percentage of total workload, for each component of the citizen participation program; the individual elements of the Comprehensive Plan; the map production program; and the preparation of the draft and final versions of the Comprehensive Plan; and
- H. Project management including:
  - i. Project organizational chart including key staff to be assigned
  - ii. Location of office from which the management of the project will be performed
  - iii. Summary/matrix of key personnel's shared project experience; and
- I. Cost Estimate: The consultant will provide a detailed cost estimate for completing the entire project, based on the final operational plan; including the final formatting, graphics and printing of the final City Council approved Comprehensive Plan. The estimate shall include a lists of costs per task. The City of Fairlawn shall not be liable for any costs incurred for the preparation of this request for proposal; and
- J. Appendices (not counted toward the 15 page requirement.).

Proposals shall bear the following information on the outside of the packaging:

- 1. PROPOSAL FOR FAIRLAWN COMPREHENSIVE PLAN UPDATE
- 2. YOUR COMPANY NAME

Three paper copies and one digital copy of the proposals are required. The proposals shall be retained by the City of Fairlawn and will not be returned.

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**SUBMITTAL DEADLINE AND METHOD**

Proposals will be accepted at:

Fairlawn City Hall  
3487 S. Smith Road  
Fairlawn, Ohio 44333

Attn: Christopher Randles

Deadline: Proposals must be received by 4PM on May 1, 2017.

Proposals may be delivered in person, by U.S. Postal Service, or by private carrier/courier. Proposals may not be faxed to the City.

If you have additional questions or concerns, please feel free to contact Mr. Randles directly at 330-668-9500, or at [randlesc@ci.fairlawn.oh.us](mailto:randlesc@ci.fairlawn.oh.us).

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**SECTION IV  
PROPOSAL EVALUATION**

**EVALUATION AND CONSULTANT SELECTION**

The proposal evaluation and selection criteria are as follows in no particular order:

- A. A high level of professional competence and a proven record of accomplishment in the preparation of zoning codes, subdivision codes, zoning map creation, general plans, specific plans, and the implementation of public participation programs.
- B. Demonstration of professional, technical, and legal expertise and experience of the principal personnel assigned to the project.
- C. Relative proximity/location of the consultant team(s) office headquarters to the City of Fairlawn, anticipating a high level of direct interaction and communication with City staff and/or public officials will occur.
- D. Public facilitation capabilities and experience working with the public, as well as citizen committees, in diplomatically crafting standards and/or criteria to be incorporated into the work products.
- E. The proposal should clearly demonstrate the firm's understanding of the City's overall objectives in the comprehensive plan update process.
- F. Ability to produce high quality documents and graphics that are user friendly.
- G. Ability to make high quality oral and visual presentations.
- H. Ability to listen, be flexible, and follow and/or implement direction and/or ideas or concepts.
- I. How the consultant team interacts with the public, city staff, and public officials.
- J. Ability of consultant team to demonstrate initiative, motivation, and knowledge of the City of Fairlawn.
- K. Cost of preparing the comprehensive plan update in relationship to the services offered.
- L. Project schedule and duration.
- M. Review of references and work product.

**SELECTION PROCEDURE**

Members from the City Administration will review submitted proposals and interview firms or consulting teams with the top proposals. The group will select and recommend the top qualified firm or consulting team to City Council for final approval. At any phase, the City reserves the right to terminate, suspend, or modify this selection process; reject any or all submittals at any time; and waive any informalities, irregularities, or omissions in submittals, all as the best interests of the City may appear. Once a firm has been selected, contract negotiations will commence.

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**SECTION V**  
**SPECIAL CONDITIONS**

**RIGHT TO REJECT PROPOSALS AND WAIVE INFORMALITIES**

The City reserves the right to reject any or all proposals, to waive any nonmaterial irregularities or information in any Request for Proposal, and to accept or reject any item or combination of items.

**GENERAL INFORMATION**

The City reserves the right to inspect and investigate the business reputation, or other qualifications, of any firm and to reject any proposal, irrespective of quoted prices, if it is determined to be lacking in any of the essentials necessary to assure acceptable standards of performance. The City reserves the right to obtain financial data or other supplemental information concerning the firm and/or its subcontractors. Proposals submitted in response to the Request for Proposals shall constitute a binding offer. Acknowledgement shall be indicated by the original signature of a Principal legally authorized to execute contractual obligations and shall also signify acceptance of all terms and conditions including compensation, as set forth in the Request for Proposals. The firm shall identify clearly and thoroughly any variations between its proposal and the City's Request for Proposals. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms and/or conditions.

**PUBLIC DISCLOSURE**

All proposals received shall become the property of the City. All proposals shall become public record and shall be regarded as public records except for those parts of each proposal which are defined by the proposer as business or trade secrets, provided that such parts are clearly marked as "trade secret", "confidential" or "proprietary."