

VILLAGE OF HUNTLEY



REQUEST FOR PROPOSALS DOWNTOWN REVITALIZATION PLAN

DUE: APRIL 24, 2009

ISSUED BY:

VILLAGE OF HUNTLEY
10987 MAIN STREET
HUNTLEY, IL 60142

DISCLAIMER

This Request for Proposals is for information and planning purposes only. It does not bind the Village of Huntley to any agreement based upon the response submitted, or to pay for any proposals or for any information solicited or provided. The Village of Huntley reserves the right to reject and/or accept any and all proposals in whole or in part.

Proposal materials become property of the Village of Huntley and cannot be returned.

I. GENERAL & BACKGROUND INFORMATION

The Village of Huntley was incorporated in 1872, and today serves an area of 14.22 square miles with an estimated population of 22,645. The Village has experienced a period of substantial expansion and economic growth over the past decade. During this time, the Village has strived to maintain its small town and rural character. The symbolic center of the community since its incorporation in 1872 has been the Downtown and its Village Square, including the residential and commercial neighborhoods surrounding it. The Village recognizes the importance of preserving the Downtown, as it provides a familiar character that is important to maintain and build upon for its future economic viability.

In order to revitalize the Downtown, the Village of Huntley is issuing a Request for Proposals to consulting firms interested in providing professional planning and economic development services for the completion of a Downtown Revitalization Plan.

II. OBJECTIVE

The Village of Huntley desires that a master plan and economic development study be performed for its Downtown. The Downtown shall include those properties identified in the Village's Comprehensive Plan Downtown Subarea Plan map (*Figure 1*) with greatest emphasis placed on the existing business and manufacturing districts. The result will be an economic analysis and general development strategy that will provide a long-range revitalization program and serve to enhance and clearly define the Downtown. The proposed plan will be an elaboration and a more detailed analysis of the Village's Comprehensive Plan Downtown Subarea Plan, adopted April 22, 2002.

III. CONSULTANT EXPECTATIONS

The Village seeks qualified Consultants to assist in its Downtown revitalization efforts. Consultants would be responsible for facilitating discussion with various constituencies within the study area, providing an assessment of current conditions, developing consensus and determining the best methods of achieving the revitalization goals desired by the Steering Committee, and preparing the written text and graphics of the plan. Consultants will also be expected to assist the Village in identifying potential sources of funding for proposed actions.

Consultants may wish to collaborate with other consulting firms to work as a team. This may be desirable as Consultants of differing backgrounds may complement each other's areas of expertise and thus lead to a more optimal revitalization plan of action for the Downtown. The only prerequisite for this type of arrangement would be that a lead Consultant would need to be selected from the team of Consultants in order to facilitate the process.

VILLAGE OF HUNTLEY, ILLINOIS
DOWNTOWN SUBAREA PLAN

The map illustrates the Downtown Subarea Plan for the Village of Huntley, Illinois. It shows a network of streets including Main St., Route 47, 4th St., 3rd St., 2nd St., 1st St., Mill St., Myrtle Ave., and several others. Key features and designations include:

- ENTRY FEATURE**: Marked with yellow stars at the intersections of Main St. with Route 47, Main St. with Myrtle Ave., and Main St. with Janice Dr.
- PROPOSED TRAIL**: Indicated by dashed green lines along Main St. and other corridors.
- SINGLE FAMILY REDEVELOPMENT**: A yellow dashed outline area in the upper right.
- RESIDENTIAL HISTORIC PRESERVATION**: Areas outlined in brown dashed lines.
- ADAPTIVE REUSE**: A red dashed outline area in the center-right.
- CBD HISTORIC PRESERVATION**: A blue dashed outline area in the center.
- OFFICE/COMMERCIAL REDEVELOPMENT**: A red dashed outline area in the lower center.
- HISTORIC HOMES**: Areas outlined in brown dashed lines.
- IMPROVEMENT & BEAUTIFICATION OF INTERSECTION**: A purple dashed outline area at the intersection of Main St. and Route 47.
- TRANSITION GUIDELINES**: A green dashed line running along Route 47.

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SCALE IN FEET
 0 100 200 300 400 500 600 700 800 900 1000

IV. SCOPE OF SERVICES

The following task areas are summary and preliminary and can be modified through further detailed discussions with the successful firm(s). They are intended to provide direction for the submittals and better understanding of the Village's expectations.

1. **Inventory and Map Existing Conditions and Assets in the Downtown** – The Consultant will document existing land uses, building conditions, historical buildings, economic profile, transportation/parking conditions, and other physical infrastructure in the Downtown. The Consultant shall also inventory and map the Downtown assets, including all employment, entertainment, commerce, or other destinations.
2. **Downtown Business and Property Owner Charette** – The Consultant will hold a public participation design charette. The format of the charette should be designed to encourage participants to identify their goals for the Downtown in a meaningful and constructive manner based on a general established framework. The charette should identify the common concern of the community and identify realistic solutions. The charette should focus on engaging the community, building consensus, and gathering ideas, concepts, and implementation strategies. The Village will be responsible for publicizing efforts associated with the charette.
3. **Presentation of Findings to Steering Committee** – The Consultant shall present the findings from Tasks 1 and 2 to the Steering Committee.
4. **Development of Downtown Vision and Goals** - Based on identified issues the Consultant shall conduct a Vision and Goals workshop with the Steering Committee. *Tasks 3 and 4 can be completed during the same Steering Committee meeting.*
5. **Develop Downtown Objectives and Actions** – The Consultant will hold a second workshop with the Steering Committee to develop Downtown Objectives and Actions. Recommended objectives must be categorized into high, medium, and low priorities. Recommended actions should include measurable benchmarks, a realistic schedule for implementation, probable funding sources, and alternative actions.
6. **Draft Revitalization Plan** – The Consultant will prepare the complete Draft Revitalization Plan that will be circulated for review and comment. The Consultant will be responsible for presenting the draft plan to the Steering Committee. The plan will, at a minimum, address or include the following:
 - Review of physical conditions of properties in the Downtown.
 - A landscaping and beautification plan for the Downtown and gateway locations.
 - The development of physical design guidelines for new construction and building rehabilitation for structures in the Downtown.
 - The development of uniform design guidelines for signage – both public and private – and the development way-finding signage.

- Market research, analysis, and business inventory for businesses in the Downtown.
 - The development of a comprehensive Downtown economic revitalization strategy.
 - Assessment of the parking situation.
 - Recommendations on transportation infrastructure changes to improve traffic movement and pedestrian safety.
 - Recommendations on traffic calming strategies and specific physical changes to create a pedestrian friendly Downtown and provide ample parking opportunities.
 - Identify partners for the implementation, potential funding sources, and timeframe for major actions to be undertaken by the Village in the implementation of the Downtown Revitalization Plan.
7. **Final Revitalization Plan** – Following review and comment from the Steering Committee the Revitalization Plan will be revised and submitted for review by the Planning Commission/Zoning Board of Appeals and adoption by the Village Board of Trustees. The Consultant will be responsible for presenting the final report to the Planning Commission/Zoning Board of Appeals and Village Board.

This plan will meet the requirements of 65 ILCS 5/11 12 6 of the Illinois Statutes, (1996) and provide guidance for the land use decisions confronting the Village now and in the future.

V. DELIVERABLES

The Consultant will be required to produce the following deliverables:

1. **Report on Existing Conditions and Design Charette** – Due prior to the scheduled Steering Committee meeting (Task 3), one (1) unbound reproducible copy and ten (10) bound copies of the existing conditions findings, including maps, will be provided. A report shall also be provided summarizing comments received from the Design Charette.
2. **Draft Report on Downtown Vision, Goals, Objectives, and Actions** – One (1) unbound reproducible copy and ten (10) bound copies of the Vision, Goals, Objectives, and Actions will be provided.
3. **Complete Draft of Revitalization Plan** – One (1) unbound reproducible copy and ten (10) bound copies of the Draft Revitalization Plan will be provided at least 2 weeks prior to the scheduled review by the Steering Committee.
4. **Final Revitalization Plan** – One (1) unbound reproducible copy and ten (10) bound copies of the Revitalization Plan will be provided. The final Revitalization Plan shall include an executive summary. Two (2) CD-ROMs of the Revitalization Plan in an indexed .pdf and all photos and maps in the Revitalization Plan as separate .JPEG files for later reproduction shall also be provided with the final plan.

VI. BUDGET

The FY2009 budget for this project is \$50,000. Should the Consultant believe that only a portion of the scope of work may be achieved with this level of funding, the proposal should identify those areas of the scope to be initially completed and a list of costs should be provided for the remaining tasks.

VII. PROPOSAL FORMAT

In order to be considered for this work, Consultants must submit ten (10) bound copies of their full proposal that addresses the following:

1. Letter of Intent reflecting the Consultant's understanding of the project.
2. Names and addresses of all firms involved in the project. Related projects on which each firm has performed comparable work during the last five years.
3. Names, addresses and responsibilities of key personnel participating in the project. Please include resumes for key personnel, including educational experience. Clearly specify which personnel will work on various aspects of the project. Include designation of project principal and project manager.
4. Description of the Consultant's approach to the project and a proposed work plan. The work plan shall provide a project timeline including an estimated date of completion for the project and cost per task.
5. Names, addresses and telephone numbers of a minimum of three (3) references for similar projects.

VIII. EVALUATION CRITERIA

The Village will evaluate proposals. The Village reserves the right to select the proposal that it deems to be in the best interest of the project, or to reject any and all proposals. The selection of the Consultant will be based on the following criteria:

1. Consultant understanding and familiarity with the Village's needs, goals, objectives, the work involved and the nature of the proposed plan.
2. Previous experience and capabilities in comparable projects and the Consultant's technical experience with emphasis on revitalization and Comprehensive Planning.
3. The specific approach the firm takes for the project. Although the Village has identified the general nature of the services required, in some cases the Consultant is given leeway toward the approach and methodology of the services. The Consultant shall become familiar with the Village government and land use planning documents

in preparation of the proposal. The proposal should reflect a specific approach and outline of the project, including all background information.

4. Past record of performance on contracts with other governmental agencies, including such factors as control of costs, quality of work and ability to meet schedules.
5. Capacity of the Consultant to perform work within the time limitations.
6. Qualifications of the individuals who will have direct involvement with the tasks of this project.
7. A project timetable.
8. Cost.

IX. PROPOSAL ASSISTANCE

To assist proposing firms, copies of the Comprehensive Plan and Zoning Ordinance are available for review at the Village of Huntley Village Hall, 10987 Main Street, Huntley, Illinois, Monday through Friday between the hours of 8:00 a.m. and 5:00 p.m. Both documents may also be viewed on the Village's website at <http://www.huntley.il.us/depts/communitydev.asp>.

Any questions related to the content of the Request for Proposals will be addressed at a **Pre-Proposal Conference at the Village Hall, 10987 Main Street, Huntley, IL 60142 on Monday, March 30, 2009, at 11:00 a.m. in the Village Board Room.** Any questions relating to the project Scope of Work will not be accepted after the Pre-Proposal Conference.

Logistical questions about the Request for Proposals may be directed to Charles Nordman, Senior Planner, by phone at 847-515-5258 or email at cnordman@huntley.il.us.

X. RFP SCHEDULE

<u>Date (s)</u>	<u>Activity</u>
March 18, 2009	RFP Release
March 30, 2009	Pre-Proposal Conference – 11:00 a.m.
April 24, 2009	RFP Responses due by 5:00 p.m.
April 27-May 8, 2009	Internal review of RFP Responses
May 11 - May 15, 2009	Interviews with Consultants
June 11, 2009	Village Board approval (tentative)

XI. INSTRUCTIONS FOR SUBMISSIONS

Consultants must submit ten (10) copies of their full proposal to the following address, **by no later than 5:00 p.m. on Friday, April 24, 2009**. Proposals received after this date will not receive consideration.

Charles Nordman, AICP, Senior Planner
Development Services Department
Village of Huntley
10987 Main Street
Huntley, IL 60142

Proposals must be sealed and clearly labeled:

Sealed Proposal: Village of Huntley - Downtown Revitalization Plan.