



Request for Proposals/Qualifications
for
Commercial and Residential Market Analyses

September 15, 2022



Information to Proposers

The City of Streetsboro is soliciting firm qualifications and proposals from consultants to complete a commercial and residential market analyses of select areas in the City. The plans are being paid for jointly from the budgets of the City's Planning & Zoning and Economic Development Departments and, as such, the project should include zoning-related considerations, project scope elements and associated recommendations.

Firms interested in being considered for this project shall submit one (1) paper and one (1) electronic (pdf preferred) form of all required RFP/RFQ documents by 4:00 PM (EST) on Friday October 7, 2022.

Electronic copies should be sent to afausset@cityofstreetsboro.com and paper copies should be mailed to: City of Streetsboro, ATTN: Angella Fausset, Planning and Zoning Clerk, 9184 State Route 43, Streetsboro, OH 44241. Paper copy should note: Commercial and Residential Market Analyses RFQ/P.

Background:

The City of Streetsboro, population 17,260 per 2020 Census is located 19 miles east of Akron, 31 miles southeast of Cleveland, 40 miles north of Canton and 43 miles west of Youngstown. Kent State, Ohio's third largest public university, is ten miles to the South. Streetsboro has the 7th busiest interchange on the Ohio Turnpike but the exit is the 2nd busiest in terms of intrastate travel (vehicles not traveling the length of the turnpike). Streetsboro is located at the eastern terminus Interstate 480, and the subsequent beginning of SR 14.

The city's transportation amenities have led to the creation of three of the region's largest industrial parks. The city is home to companies in the plastics, logistics, automotive, metal fabrication and advanced manufacturing fields. These industrial users generate significant income taxes for the city, which is its main source of funding. The city makes very little from retail sales, or bed and property taxes. As such, the Economic Development Department focuses most of its efforts on the attraction and retention of industrial users but seeks to improve the retail / service environment of the city for the benefit of the citizens. While the City has enjoyed several recent wins, such as converting a long vacant former gas station into a specialty butcher and completely filling a former K-Mart, there are many vacancies within older multi-tenant retail plazas.

See below a list of the City's anticipated scope of services/study objectives for the requested Commercial and Residential Market Analyses:

Commercial Market Analysis- Anticipated Scope of Services/Study Objectives:

- Research and deliver reports on primary and secondary trade areas, demographic, socio-economic and spending characteristics of residents and those within the commutable trade area.
- Estimate the amounts and types of new retail / restaurant / entertainment facilities, etc. that is supportable within the marketplace. Educate the Economic Development Director on how to attract new retail uses / fill empty spaces with what the market can bear.
- Assist in identifying possible end users of retail / restaurant / etc. that would be interested in locating within the City of Streetsboro and providing associated contact information for said entity/individual. For example, if the retail gap analysis identifies that sit-down Italian restaurants could be supported, it is expected that the consultant can assist in providing good contact information for a decision maker within an Italian eatery organization that would match the city's market profile.

- The commercial market analysis will be used to inform the Planning Department on current market conditions. The market analysis will aid in evaluation of possible changes to the list of conditional and principal “by-right” permitted uses in all non-residential zoning districts- (existing and proposed) of the Zoning Code.
- If it is determined that changes to the Zoning Code’s list of permitted and conditional uses are needed, the consultant shall recommend District-specific changes to the Zoning Code, including use-related definitions as may be necessary.

Residential Market Analysis- Anticipated Scope of Services/Study Objectives

- Determine the feasibility/reasonableness of retaining the existing 1.5/2 acre minimum lot size in the R-R (Rural Residential) zoning district. The Planning Department wishes to determine whether market forces and/or sound planning principals support a smaller minimum lot area to attract development, while also preserving a rural character and aesthetic in certain portions of the City.
- The Planning Department is working to create a new zoning district in the center of town to enable a mixed use, traditional downtown feel (intended to aid in implementation of the City’s Core Concept Plan). The future Core District will include a residential component, but the current B-District zoning regulations prohibit residential development. The current Comprehensive Master Plan of adoption (April 2019) recommends a maximum residential density of 12 units per acre in what is now the Core Area. After numerous conversations with developers, staff has determined that the currently prescribed residential density is likely too low to produce dwelling units that are in-line with community standards and/or market realities. Provide market studies demonstrating if the current Master Plan-recommended density limit of 12 du/acre can deliver the stated purpose and intent of the Core Concept Plan. Proscribe minimum residential density or form-based approaches to future mixed use zoning districts.
- Determine if a form-based code, in lieu of conventional (density-based) zoning regulations, would be better utilized to set forth orderly development within the future Core District and other districts within the Zoning Code. Recommendations relative to Zoning Code text amendments should be provided. If a form-based approach is recommended to address density, the consultant is expected to undertake an educational seminar with staff and the Planning and Zoning Commission to discuss recommended amendments to the existing zoning code necessary to implement any recommendation.
- Use the City’s current CRA Housing Study to determine projected household growth in the Streetsboro marketplace if zoning were to remain as-is and what projections may result from suggested new zoning for the R-R District that may arise as a result of the requested residential market analysis.
- Identify what dwelling sizes, amenities and, associated price range(s) the market will support for current and future residential development.

Presentation of Findings:

The consultant should allocate time to make up to 4 in person appearance(s) at City Council and/or City Planning and Zoning Commission meetings to present findings and answer questions from Commission/Council Members and/or interested parties.

Additional Info:

- ❖ Zoning Code may be accessed at: https://codelibrary.amlegal.com/codes/streetsboro/latest/streetsboro_oh/0-0-0-19060
- ❖ Zoning Map may be accessed at: <https://www.cityofstreetsboro.com/documents/zoning-map/>
- ❖ Core Concept Plan may be accessed at: <https://www.cityofstreetsboro.com/core-concept-plan/>
- ❖ Market Study Map may be accessed at: <https://www.cityofstreetsboro.com/documents/market-study-map/>

Submission Requirements:

Proposals shall include the following information:

- Letter of Introduction;
- A brief narrative of the firm's understanding of the Project;
- A description of the firm and its background, size and nature of services;
- Firm's relevant experience;
- Resumes of personnel who will materially contribute to the Project with a per-hour cost for each individual;
- A minimum of 5 projects of similar scope, and budget completed within the past 5 years (including contact person's phone number, e-mail);
- Project approach and associated cost; and
- Any additional information that will assist in evaluating the qualifications and proposal.

Selection Process:

An internal review team will evaluate proposals based upon the following criteria:

- Firm's experience, expertise as well as commitment of key staff assigned to project;
- Project approach and ability to complete work in timely manner;
- Work history and strength of client recommendations and references; and
- Proximity of firm's headquarters (or office conducting work) to the City of Streetsboro.

The review team will select the firm they deem most qualified to provide services and will attempt in good faith to negotiate a contract at a compensation determined in writing to be fair and reasonable to all parties. Upon failure to negotiate a contract with the firm deemed most qualified, the review team shall inform the firm in writing of the termination of negotiations and may enter into negotiations with the firm next most qualified. If negotiations again fail, the same procedure may be followed with each next most qualified firm selected, in order of ranking, until a contract is negotiated.

The City reserves the right to accept or reject any or all proposals in whole or in part, as deemed to be in the best interest of the City. All proposals and resulting project data and reports shall be non-proprietary and will become the property of the City of Streetsboro.

Anticipated Schedule:

Milestone	Date
Advertisement	September 15, 2022
Submittal Due	October 7, 2022
Selection	October 30, 2022
Finalize Fee and Contract	No later than November 8, 2022
Council Authorization to Proceed	November 28, 2022
Execute Contract	No later than December 15, 2022