



MAIN STREET MEDINA

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MAIN STREET MEDINA: SOUTH TOWN DISTRICT DESIGN PLAN REQUEST FOR PROPOSALS March 9, 2023

PURPOSE

The purpose of this Request for Proposals is to obtain competitive and cost-efficient proposals from qualified firms interested in producing a collaborative, creative, and practical Design Plan for the South Town District of Medina, Ohio. The Design Plan will serve as a guide to revitalize the area with physical components and executable priorities that have been established through a public visioning process concluded in 2019. The resulting concept presentations and the recently adopted City of Medina Comprehensive Plan that reinforce these directives can be viewed on our website: <https://www.mainstreetmedina.com/south-town-district.html>.

BACKGROUND

Main Street Medina is a 501(c)(3), non-profit community development corporation with a mission to “lead the effort for historic preservation, economic sustainability, and continued evolution of the District as the heart of the community.” The City of Medina, with approximately 26,000 residents, is located in northeast Ohio and is the county seat of Medina County. Main Street Medina partners with the City of Medina to balance sustainable economic development with historic preservation while celebrating Medina’s unique attributes. The vision for South Town is to create a vibrant nightlife featuring arts and entertainment to enhance visitors experience beyond Medina’s Square and historic district.

RESPONSIBILITIES

Main Street Medina (MSM) requests proposals that will lead the community in the preparation and adoption of a South Town District Design Plan. MSM seeks a consultant that will guide the creation of a community-engaged Plan with unique designs that are Medina-focused, as well as project priorities, resource and cost recommendations, and an implementation strategy. The consultant will have the following responsibilities with the assistance and cooperation of the MSM staff, MSM Design Committee, and City of Medina staff:

1. The overall management of the planning process
2. The inclusion of a steering committee/stakeholders in the planning process
3. Coordination of feedback from the public on design options
4. The analysis of existing conditions, documents, plans, and policies
5. The preparation of executable draft and final plan documents
6. Attendance at public meetings, as needed with a final presentation of the adopted Plan

PROJECT ELEMENTS

The scope of this project is to create an overall plan for the South Town District, provide general design guidelines, and create detailed plans for specific projects. An actionable implementation strategy is paramount to guide MSM and the City of Medina in South Town District revitalization efforts. The Design Plan should incorporate the following elements:

1. Development of a vision, goals, and key objectives
2. Analysis of existing conditions in the South Town District and adjacent areas
3. General design guidelines/best practices for redevelopment and enhancement of properties and streetscape
4. An overall plan for development/redevelopment of the South Town District. The following elements should be considered in the overall plan:
 - Creation of a specific design language for the District
 - Economic vitality of the District
 - Strengthening key elements including the Champion Creek, Broadway Street trailhead, the area’s industrial history, and the Farmers Exchange, Spokes Café, and Habitat for Humanity properties
 - Improvements to traffic, parking, connectivity, and pedestrian access

- Enhancing the Mill Street corridor
 - Integration of the District with surrounding neighborhoods
5. Create detailed plans for specific projects including illustrative maps, concepts, and graphics. Projects should include detailed designs, cost estimates, identification of obstacles, and an implementation framework. Detailed plans should focus on the following objectives:
- Connectivity to “Uptown” and the Historic District
 - Creation of a publicly accessible place, attraction, or destination
 - Enhancements to safety and walkability
 - Addition of streetscape amenities, lighting, and signage
 - Improvements to parking and traffic
 - Consideration of historic preservation and compatibility with historic elements
6. Overall implementation policies, funding opportunities, plan framework, and phasing schedule

DELIVERABLE PRODUCTS

The consultant should provide a digital copy and ten (10) hard copies of the final South Town District Design Plan including color maps to the area upon acceptance of the Design Plan and digital copies in Microsoft Word and Adobe PDF. All data and information collected through the process shall also be provided in hard and digital copies. All relevant maps shall be provided in GIS format, including their associated data.

PROPOSAL SUBMITTAL REQUIREMENTS

Proposals shall be submitted to the Main Street Medina executive director, as noted below. There shall be five (5) hard copies of the proposal and one electronic copy. Proposals should include:

1. Cover letter
2. Statement of project understanding
3. Qualifications of firm/project team
4. Strategy and implementation plan
5. Services provided
6. Organization, staffing plan, and approximated distribution of work hours
7. Project timeline
8. References for at least three similar projects completed during the past eight years

Detailed fee proposal including a complete list of costs per task, expected reimbursable expenses, and a total fee for the proposal. Each component of the work program should be itemized and hourly rates, travel, meetings, etc. should be included. Also, provide general charges for scope expansion during the contract period.

EVALUATION CRITERIA

Submittal evaluations will be done in accordance with the criteria and procedure defined herein. Firms selected for interviews will be chosen on the basis of their apparent ability to best meet the overall expectations of Main Street Medina. MSM reserves the right to reject any and all submittals. The following parameters will be used to evaluate the submittals (in no particular order of priority):

- Responsiveness of submittal to the RFP
- Basic knowledge of the community
- Understanding of the project and the objectives
- Experience in planning and implementation of community design plans or similar planning documents
- Consensus building experience working with communities
- Necessary resources
- Required skills and demonstrated capability to complete the project
- Cost estimate/range

PROPOSAL DEADLINE: Proposals are due by Friday, April 7, 2023 at 5 pm to Attn: George Sam, Main Street Medina, 39 Public Square, Suite 305, Medina OH 44256. Please direct questions regarding proposals to: George Sam, Executive Director, Main Street Medina, at 330.722.6186 or george@mainstreetmedina.com