

Village Center Master Plan RFP #09-M-0022

Questions & Answers

1. Are original Office Excel versions of Form 4400/Cost & Price Analysis and the Level of Effort/Cost Summary Matrix available, or do we need to re-create them?

The Excel files can be found by opening the attachments tab on the right after opening the RFP Exhibits A – I pdf.

2. Are there any known contaminants within the project area that need to be investigated further in the inventory/analysis phase?

The Village is not aware of any environmentally contaminated sites requiring investigation as part of the Master Plan within the project area.

3. Do the boundaries of the study area as described in the RFP run to the center line of the streets, or are the land uses on the opposite side of these boundary streets to be a part of the study; thereby setting the boundaries to the rear property line of all adjacent parcels? I know that most of this inclusion will be residential, so maybe only those few commercial properties within that expanded window are appropriate, as they do affect both the aesthetic and traffic patterns of the area.

Commercial properties that are north of Linden Avenue and contiguous with the study would be included in the study area. This would include the BP Gas Station at the corner of Lake Avenue and Green Bay Road, but not the Jewel south of Linden Avenue. Impacts of residential and other uses surrounding the study area would be considered and addressed in the study.

4. Past RTA experience causes me to inquire whether we there may be any DBE/MBE/WBE requirements that need to be met?

DBE/MBE/WBE status will not be a requirement of submitting a proposal or a criterion in proposal selection.

5. What is the budget for the Plan?

The Village has received a \$100,000 grant from the RTA and our matching portion is \$25,000. The actual amount spent may be more or less than that amount.

6. Section (b) in E. PROPOSAL FORMAT AND CONTENT OF PROPOSALS asks for references for similar projects for the consultant team as does Section (f). Should the prime consultant submit references in both sections or just the latter?

Section b. and f. are very similar. Providing 3 references with names, addresses and telephone numbers for the projects identified in b. is what we are looking for.

7. Are there developments in the community that have fallen thru due to the economy?

A Planned Unit Development proposal for 611 Green Bay Road was rumored to have fell thru due to a lack of residential sales. A townhome development in Wilmette, but outside the Village Center was also not constructed.

8. What were the conclusions of the Urban Land Institute's (ULI) Technical Assistance Panel?

The ULI Report recommended the Village complete a master plan of its Village Center. Components of the plan should consider redevelopment of three properties with a review of the economic feasibility of the redevelopment plans. The properties identified include the Village Hall, the south end of the Metra commuter parking lot and the parking lot located between the Post Office and Library along Park Avenue.

9. Will the master plan be considered a Transit Oriented Development (TOD) plan and what role will the RTA have in steering the direction of the master plan?

Ultimately the plan will be driven by the Village of Wilmette with the RTA providing input as a steering committee member. The Village and RTA have similar goals that lend themselves to using TOD principals. The Village is interested in increasing vitality and the RTA is interested in increasing ridership.

10. Will the master plan include zoning ordinance recommendations?

Task 9 of the scope of services contained in the RFP asks the consultant to provide recommended amendments to Village ordinances, including the zoning ordinance. While the Village is also in the process of reviewing and updating its zoning ordinance, any amendments to the Village Center Zoning District would mostly be driven by the master plan.

11. A five-story building was approved at 611 Green Bay Road; is that the tallest the Village is willing to accept?

The Village Board was willing to approve a five-story building at 611 Green Bay Road, but that approval was specific to that site. It's unclear whether five stories would be acceptable elsewhere in the Village Center, but the master plan should help identify what might be acceptable.

12. What is the status of the most recent Planned Unit Development Proposal at 611 Green Bay Road?

The PUD proposal at 611 Green Bay Road was denied by the Village Board at their June 9, 2009 meeting. The proposal consisted of a three story building with surface and underground parking, to be occupied by a 12,000 sq ft CVS (with a drive-thru on the first floor) and two upper floors of medical offices.

13. Is the Village's current Village Hall adequate in size?

The Village of Wilmette currently leases a portion of the second floor of Village Hall to the Park District's administrative offices. The Village Hall is currently below its capacity and has a little extra room for additional staff. While the Village Board Council Chambers are large enough, the room is technologically outdated.

14. How enthusiastic are businesses and residents about the master plan process?

Businesses are excited about drawing in more customers and increasing activity in Village Center. Residents have not really been polled to gain their input, but the master plan is an important issue for Village President Chris Canning who was recently elected for a second term running un-opposed.

15. Will the master plan be an "open door" process?

The master plan is intended to be a very open process and the public will be encouraged to share their opinions.

16. Transit Oriented Development (TOD) is sustainable by nature; does the Village want a sustainable central business district?

Yes, the Village is interested in providing residents with transit options to help lessen their dependence on automobiles.

17. How has the reconfiguration of Green Bay Road - going from a four lane road to a two lane road with turning lanes - working?

More important are the changes that now allow simultaneous left turns across the railroad tracks on Green Bay Road at Lake, Central and Wilmette Avenues and also allow simultaneous east-west traffic. This reconfiguration was completed earlier this year and is improving the traffic flow in Village Center.

18. Are there any factors driving the master plan schedule?

The RTA's grant agreement runs for two years, and the Village is anticipating completion of the process to take approximately one year. The Village's main interest is to complete the process in a timely manner and be ready to act upon the plan when the economy improves.

19. Would the Village be willing to spend more if the scope of the RFP was expanded?

The fee that the Village will be willing to pay for consulting services will be dependent on the competitiveness of the proposals. It may be more or less than the \$125,000 budgeted for the plan, but ultimately that decision will be up to the Village Board. If consultants submit proposals which contain tasks outside the scope of services, the Village would expect those additional tasks to have a separate cost break-out.

20. Does the Village address affordable housing?

The Village has an affordable housing plan that has been adopted by the Village Board. The plan has a goal of providing 15% affordable housing in any new multi-family housing developments.

21. Are residents of Wilmette supportive of Transit Oriented Development (TOD)?

The general feeling is that residents are supporting of TOD since the Village Board is supportive.

22. Is there a Tax Increment Financing District (TIF) in Wilmette?

There is currently not a TIF in Wilmette. The support for TIF districts is unknown to the Village at this time since other taxing districts have not been solicited.

23. Why haven't past planning studies been adopted?

Past Village Board's didn't find it necessary to formally adopt planning studies other than the comprehensive plan. While this has been the case in recent history, the Village Board has been active in implementing recommendations found in those plans. Village staff feel the current Village Board would support formal adoption of the master plan once completed.

24. Please explain the goal of Task 7: Economic Feasibility Analysis.

The Village needs to know if economic realities allow for the development of the Village's conceptual redevelopment plans. If not, the Village needs to know what modifications need to be made to make the development economically viable.

25. Does the Village provide any specific marketing for the Village Center?

The Village's marketing campaign provides marketing for all of Wilmette's business districts, but does not single out any specific district. The current marketing campaign consists of television, Pace transit, and Tribune ads along the North Shore, as well as Village newsletter articles encouraging residents to shop local. The Village also allows businesses to co-op with the Village in television and Tribune ads. While the Village doesn't advertise the Village Center business district exclusively, a group of merchants in the Village Center area promote the district thru events and advertisements.

26. Do the Village and Park District administrations work together well?

Yes

27. Is there a TOD that the Village would like to model itself after?

The main goal of the master plan is to add vitality to the Village Center. How the Village obtains that and what that looks like will be community driven.

28. Does the Village have any control over the Metra commuter parking lot that is called out as one of the key redevelopment sites in the RFP?

The Village doesn't have any special leverage over the property since it's owned by the Union Pacific Railroad. We are aware that any parking that's removed would have to be replaced elsewhere.

29. Has the Village had public discussion on the idea of a parking decking?

While the Village was putting together the Parking Garage Study, there was limited public discussion as to this possibility.

30. Regarding Task 7: Economic Feasibility Analysis, are projections of 1-5 years acceptable for determining future economic conditions?

Yes

31. Does the U.S. Post Office have any plans to make changes to their building?

There are no plans that the Village knows about. In the past, the Post Office had considered consolidating their area services and moving to another location, but that has not come to fruition. They are interested in the Village's ideas to create a parking deck between their property and the library. It would provide them with covered parking which they currently don't have.

32. Are the Village's past planning studies available on the website?

Yes, the plans can be found at the following web address:

<http://www.wilmette.com/departments/communitydevelopment/masterplanrfp.aspx>

33. The Village reduced minimum parking requirements for the east side of the Village Center several years ago; could that expand into the west side of Village Center?

Potentially, especially if a parking deck or additional off-street parking was made available. The Village would expect the consultant to provide recommendations of appropriate parking requirements in the entire study area.

Questions submitted after the Pre-proposal

Meeting on June 19, 2009

34. Exhibit G, part 15 asks for a Government Audit. If a firm has not been audited by the government, would an independent audit be satisfactory?

An independent audit would be acceptable.

35. In Task 1: Identify Stakeholders / Form Planning Advisory Committee, Deliverables, it states the Consultant is to "provide the Planning Advisory Committee, for their review, digital copies of narrative indicating goals and objectives of the master plan. Also, meeting agendas, minutes, press releases, and other related materials for each meeting." Will the Consultant be responsible for writing press releases, or strictly just making certain digital copies available?

The Consultant would be responsible for drafting press releases for the Village to review.

36. In Task 2: Data Collection / Existing Conditions, it states, "the Consultant will obtain aerial photography of the study area and prepare a base map" Would an aerial image from a source like Google Earth be sufficient?

Yes

37. In Task 4: Community Visioning / Public Participation, Deliverables, it states, "provide to the Planning Advisory Committee for their review, agendas, meeting minutes, and results of meetings. These items will be posted to a project website maintained by the Consultant." Would the project website be part of the Village's site, or under the Consultants domain?

The site would be maintained by the Consultant under their domain. A link would be provided to the project website from the Village's website.

38. Do sub-consultants have to fill out the attachments? (Non-collusion Affidavit, Certification Regarding Lobbying, Certification Regarding Debarment, Contractors Certificate, Consultant Certification)

Sub-consultants would be required to complete the attachments only if the lead consultant is selected for the study, not as a part of the RFP response.

39. In Exhibit F, is the Consultant considered the "Contractor?"

Yes, Exhibit A defines "Contractor"

40. In Task 4: Community Visioning / Public Participation, requirement 5, "a presentation of the draft plan to the Village Board and the community in one or more locations" and 6, "a presentation of the final plan to the Village Board and the community." How many meetings in total would this constitute?

Requirement 5) would be at least one meeting and potentially a second meeting if another date or location was necessary to encourage public participation. Requirement 6) would be only one meeting.

41. On Form G (4400), #11, should we put our administrative personnel under #1, direct labor?

Yes, this would be acceptable.

42. Can we submit the proposal in a pdf file that is user-friendly across most platforms?

Yes

43. Will dates other than July 22 and 23 be considered for the consultant interviews?

We would prefer to keep the interviews to the stated dates but will discuss alternative dates with the consultant(s) chosen for an interview if necessary.