

City of Flushing Request for Proposals Downtown Master Plan

GENERAL

The City of Flushing is seeking requests for proposals to develop a downtown master plan. The completed plan needs to be focused on a market-driven retail based framework that will direct the downtown master planning effort. The project will consist of a character review of the downtown area, evaluation of the mix of businesses in the downtown area, a business owner/merchant workshop, a retail market analysis and recommendations for land use/zoning and of organizational initiatives. This project is being partially funded through the use of CDBG funds and by the City of Flushing.

The city has been engaged, along with members of the Flushing Chamber of Commerce, in various initiatives over the past decade in an attempt to insure that the downtown area remains a viable corridor of retail, office and residential uses. The initiatives have included the investigation of forming a Downtown Development Authority, Principal Shopping District, Brownfield Redevelopment District, and other entities that would serve as a vehicle with which to organize efforts to coordinate business development in the area.

Land areas to the north, west and south of the city are predominately agricultural with many large residential properties (2 – 10 acres in size) surrounding the city. Land areas to the east are developed with subdivisions that were mostly built since 1970.

The plan should define the potential area for which the core downtown area should serve and possibly be from a functional and circulatory standpoint. The proposal should include a market-based strategy for maintaining a viable downtown. The approach will require the successful bidding firm to work closely with city staff, members of the Chamber of Commerce, and the Flushing Planning Commission.

SPECIFICATIONS

The services to be provided will include the following minimum tasks:

1. Review and Evaluation of the Central Business District using existing maps and data that are currently being used by the City of Flushing. The review should consider vehicular and pedestrian access and circulation among different land uses as well as physical image and character. The review will define the area to be considered and the downtown study area to be used during task two (2).
2. Using a base map provided by the city, a detailed building and land use map will be produced. A spreadsheet shall be prepared indicating the following property information: owner name, address, and type of land use/business, building area, number of stories, parcel size and parking spaces.

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3. A business **owner/merchant workshop** will be organized with owners and tenants to a) review the results of the inventory as identified in task two, b) review the occupancy patterns and use mix, c) identify approaches and processes that would improve the retail and commercial environment, d) identify merchant/owner or government organizations that would facilitate the objectives that are identified in the master plan, e) determine goals and objectives for downtown improvements that may be measured against benchmarks over time.
4. A “**Retail Market Analysis**” will be prepared for the downtown **primary market area**. The **primary market area** is defined as that **area** from which downtown existing and potential retailers and retail-related service providers are likely to derive between 60 and 80 percent of their sales. The **primary market area** will likely extend beyond the city limits. The **primary market area** will be identified through physical and locational characteristics of the downtown and the road network of the Flushing area, the location and general character of the major competitive influences, the presence of major attractants within the downtown area that draw customers and visitors from a broad geographic area, and a cross section of retailers within the community.

An economic and demographic profile of the market area will be supplied, which details population, household income, income trends, lifestyle characteristics and employment. Representatives from other communities that are within the **primary market area** are to be contacted to obtain information on development, focusing on developments that may bring new population to the area or major retail initiatives.

The sales potential of the **primary market area** residents by broad categories of retail store type will be estimated. Using the inventory of existing retail or retail-oriented business uses within the downtown, an estimate of the current overall market share the downtown captures of the sales potential within the **primary market area** will be defined. This should reveal the extent to which downtown’s potential is being realized. The focus of this will be to identify areas of strengths, weaknesses, gaps and opportunities. An estimate will be created of the supportable floor space associated with an increased market share and specifically evaluating the implications associated with filling existing vacant space as well as the potential to create new retail-oriented development.

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A list will be provided of retail and retail-oriented business types appropriate for retention, expansion and recruitment for locations within the downtown study area based upon an evaluation of the following:

- Retail sales potential analysis
- Competitive position evaluation.
- The physical and locational character of downtown.
- Existing and potential residential and retail development patterns in the city and in the primary market area.
- The goals and objectives developed from the Owner/Merchant Workshop.

Recommended areas within the downtown study area will be identified where the city should encourage clustering of complementary types of businesses to enable existing and new businesses to each benefit from the other's location and customers' traffic. Potential areas will be identified within the existing area of the downtown for redevelopment or new development. In addition, the existing zoning designation of land within the following described area will be reviewed and zoning recommendations will be provided for future land uses and the preservation of the existing buildings:

All of the area lying west of the Flint River, south and east of Cole Creek, north of Emily Street, west of Lynn Street, and the Industrially zoned properties along the east side of Lynn Street.

5. A "Parking Study" should be included, which delineates the existing parking availability and enforcement procedures used in the existing downtown area. Recommendations should be provided to increase parking opportunities and improve the parking enforcement procedures. A meeting with downtown merchants and the Flushing City Chief of Police will be held to work out details of parking recommendations.

ORGANIZATIONAL INITIATIVES

Recommendations will be provided for organizing recruitment and marketing of the downtown. The recommendations will include options for organizational resources that may serve to provide support to continue the recruitment and marketing efforts.

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MEETINGS

The scope of work assumes two workshop meetings with the City of Flushing Planning Commission, two workshop sessions with an appointed Chamber of Commerce committee, and a final public meeting to report to the Flushing City Council and the Chamber of Commerce. The meeting schedule and purpose will be as follows:

- Meeting 1, Meet with the Flushing City Manager, the President of the Chamber of Commerce, and the Chairman of the Flushing Planning Commission to discuss roles and responsibilities for the study and establish a meeting schedule and information exchanges.
- Meeting 2, Meet with the Flushing Planning Commission to discuss the scope of the Planning effort and to inform them of the goals of the project.
- Meeting 3, Meet with downtown property owners and merchants in a preliminary workshop session.
- Meeting 4, Meet with the Flushing Planning Commission to discuss land use, zoning and preservation recommendations.
- Meeting 5, Meet with downtown property owners and merchants to discuss retail analysis and organizational initiatives.
- Meeting 6, Report to the Flushing City Council and the Chamber of Commerce.

DELIVERABLES

The findings, conclusions and recommendations will be provided in a narrative report, supported by tables, charts and maps, as appropriate to the topics discussed. The report will include the following chapters:

1. Downtown's locational context and the rationale behind the recommendations in the study area and the implications for the potential expansion of the area formally defined as the city's downtown.
2. Results of a building and land inventory presented in one or more summary tables and supplemented by a presentation of that inventory in an Appendix to the full report.
3. Conclusions from the Owner/Merchant Workshop.

4. Retail market analysis including the market area profile, estimated sales potential of market area residents, and the estimated current market share of the downtown. A description of the physical implications, expressed as building floor area, of increasing downtown's market share as well as recommendations for business types appropriate for retention, expansion and recruitment.
5. Organizational initiatives and next steps toward goal achievement will be described.
6. Parking recommendations for increased parking opportunities and enforcement procedures.

SCHEDULE

All work, including the final reports and billing shall be concluded by April 30, 2003. **Note:** *Time is of the essence.*

CDBG FUNDING REQUIREMENTS

This project is partially funded with Community Development Program Funding as administered through the Genesee County Community Development Program. Firms bidding on this project agree to the performance requirements of this program, including provisions of the Davis-Bacon Act. The "Subrecipient Project Contract" between the County of Genesee and the City of Flushing is attached and made a part of this proposal.

NARRATIVE

Bidders must also submit a narrative explaining company's history and experience, as well as staffing and equipment available to perform the contract.

REFERENCES

The bidder shall provide a list of at least three (3) customer references that the Contractor has performed similar services for. Please include any municipal or other government customers.

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EXAMINATION OF DOCUMENTS AND VISIT TO SITE

Before submitting a bid, the bidder shall be responsible for carefully reading this bid specification, and visiting the city in order to fully inform himself/herself about all existing conditions and limitations.

If any bidder contemplating submitting a bid is in doubt concerning the true meaning of any part of the specifications, or bid documents; or if he/she finds discrepancies or omissions in any of the documents, he/she may submit a written request for an interpretation or correction thereof. The person submitting the request shall be responsible for the prompt delivery of the request.

Bidders may direct oral questions to City Manager Dennis Bow at (810) 659-3130. However, the City shall not be bound by any oral interpretations or opinions given on the bid documents.

Any interpretation or correction of the documents will be made only by an addendum duly issued by the City of Flushing. A copy of any addendum will be mailed or delivered to each bidder receiving a set of bid documents. The City of Flushing will not be responsible for any other explanation or interpretation of the bid documents. Any addenda issued shall become part of the bid documents and shall be made part of any bid award. Receipt of each addendum must be acknowledged in the submitted bid.

CANCELLATION

The City of Flushing reserves the right to cancel an accepted bid or contract in whole or in part due to nonperformance.

SIGNATURES ON BIDS

Each bid must contain the full name and business address of the bidder. Any person signing a proposal sheet for himself or as agent, employee or officer of another must show his title and, if requested by the City shall furnish proof of his/her authority to make such proposal. Any person signing said proposal shall do so in his/her own handwriting and the signature of that person, as well as the name of any firm or company submitting the proposal.

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PROPOSAL DUE DATE

The proposals shall be submitted in a sealed envelope marked **City of Flushing, Downtown Master Plan**. Bids may be mailed or delivered to the Office of the City Clerk, 309 E. Main St., Flushing, MI 48433.

All proposals will be due by **2:00 p.m. on Wednesday, December 18, 2002**. Proposals received after the specified time for opening shall be returned to the bidder unopened. It is the sole responsibility of the bidder to ensure that the proposal is received prior to the scheduled time. The City will not be responsible for proposals improperly marked or delivered.

ACCEPTANCE OF PROPOSALS

The City of Flushing reserves the right to reject any and all proposals, to waive any informal technicalities or defects, the scope and nature of which it shall be the sole judge, in any proposal, insofar as such technicality or defects do not legally, materially or substantially change such proposal.

It is understood and agreed that the City of Flushing shall have thirty (30) days from the proposal opening date in which to accept the proposal.

SELECTION

Selection of the most qualified bidder will be determined by the City of Flushing, based on the contractor's qualifications and ability to perform the work including, but not limited to, references, company history and experience, supervision and staffing, and equipment.

BILLING AND PAYMENT

Payments will be made monthly as invoices are due and approved by the City Manager.

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PROJECT COSTS

The cost for the above Scope of Work, including all meetings and reports will not exceed \$_____.

Submitted by:

Date: _____

Its:

(owner, agent)