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1200 WILMETTE AVENUE
WILMETTE, ILLINOIS 60091-0040

COMMUNITY DEVELOPMENT
DEPARTMENT

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Date: December 4, 2020
To: [Michael Braiman, Village Manager](#)
From: [John Adler, Director of Community Development](#)
Subject: Comprehensive Plan Rewrite Update

The Plan Commission met three times to discuss the Project Objective and Scope of Services sections of the Comprehensive Plan rewrite Request for Proposal (RFP). On December 1st, the Plan Commission provided final comments on the draft (copy attached).

The timeline for the selection of the consultant is as follows:

- Staff finalizes the RFP draft prior to the end of year
- RFP released by mid-January 2021
- Proposal responses due by February 2021
- Consultant interviews mid-March 2021
- Village Board vote on professional services contract mid-April 2021

The timeline for project completion is attached. Please note that the 2+ year timeline may be shorter or longer depending on how many meetings, open houses, etc., are necessary to complete the rewrite. A more precise timeline will be developed when the scope of services is finalized with the input of the selected consultant.

A copy of the PowerPoint presentation that will be given at the meeting is also attached.



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REQUEST FOR PROPOSALS

Village of Wilmette

Comprehensive Plan – Major Update

BACKGROUND

To be added.

PROJECT OBJECTIVE

Wilmette has not undertaken a major update of its Comprehensive Plan since 1990. While a minor update was completed in 2000 and the Village Center Master Plan was incorporated into the Comprehensive Plan in 2010, several things have changed necessitating this major update.

Because Wilmette is almost a fully developed community, the existing Comprehensive Plan has served the Village well since its adoption in 1990. However, dramatic advances in technology over the past 30 years have impacted how Village residents work, live, shop, and play. In addition, community attention has increasingly focused on how land use impacts goals of environmental sustainability, active transportation, community diversity, economic vitality and high quality housing affordable to all Village residents. These are among the factors illustrating the need for a major rewrite of the Plan.

Understanding of the impact of climate change on our community means addressing long-term sustainability as part of the Plan is important. In addition, the COVID-19 pandemic has made addressing sustainability even more important. To help in incorporating sustainability throughout the Plan, the Village is in the process of adopting its first Sustainability Plan. The Sustainability Plan should be used in identifying ways to incorporate the environment, resource conservation, and resiliency into the Comprehensive Plan. The Village's recently adopted Master Bike & Active Transportation Plan will also assist in incorporating environmental sustainability in the updated plan.

Economic development and the health of Wilmette's commercial areas has always been important to the Village. Changes in technology have dramatically changed shopping habits of Wilmette residents, visitors and workers, and has had a significant impact on the Village's seven commercial districts. Because of this a new plan that addresses these changes by ensuring convenient access to goods and services, prompting activity and space that enhance the Village's community and character, and preparing the Village for the economy of the future is needed.

The Village has a long history of supporting affordable housing and the update to the plan will be expected to formulate appropriate goals, policies and strategies to address the Village's housing needs. The Village has an existing Affordable Housing Plan that was adopted in 2004 and needs to be updated to better reflect the current and future housing needs of the Village. It is expected that the newly developed housing goals, policies and strategies will assist the Housing Commission's effort to update the Housing Plan.

In addition to encouraging housing that can serve a diverse demographic, the updated plan should address community diversity. In addressing community diversity, how the Village's land use policies may discourage diversity should be considered and strategies to eliminate the identified barriers should be developed.

The selected consultant will be expected to help guide the Village through the Comprehensive Plan review process, resulting in a new plan to guide the Village's land use decisions for the next twenty (20) years.

SCOPE OF SERVICES

While the final scope of services will be developed in collaboration with the selected consultant, the scope should at a minimum include the following:

Review the existing Comprehensive Plan elements to determine the best way to update the current chapters/components to allow the plan to serve the community into the future. The current plan is comprised of the following chapters/components:

- Introduction – Vision of Wilmette
- Wilmette Today & Tomorrow – Growth Potential & Limitations
- Land Use – Conditions, Rezoning & Annexation, Specific Policies for Development Areas, Public Land Policies, General Policies for Land Use Regulation, Existing Land Use, Designated Land Use
- Housing
- Commercial Areas
- Historic Preservation
- Municipal Infrastructure & Services
- Implementation

In addition to updating the above elements addressed in Wilmette's current Comprehensive Plan, this major update will be expected to touch on certain additional elements as either standalone chapters or incorporated in appropriate parts of the plan.

- Community Wellbeing and Safety
- Culture & Educational Activities and Programs
- Business and Commerce
- Community Diversity and Inclusion
- Environmental Sustainability
- Community Character
- Institutions – Schools, Places of Worship, Governmental etc.
- Parks, Recreation and Open Space
- Active Transportation – Multi-Modal

Community Engagement and Public Communication

While robust public engagement is always important when preparing a Comprehensive Plan, beginning the rewrite process during a pandemic provides additional hurdles to engagement. Because of this it will be necessary to engage all stakeholders through a number of remote and in person engagement activities such as:

- Stakeholder interviews
- Focus groups
- Online presence including a dedicated website and social media
- Community forums
- Outreach activities at community events, festivals, and markets
- Public meetings
- Board and commission meetings
- Attendance at community group meetings
- Open houses
- Preference surveys
- Village print, email and online communications

With the Village's input a list of stakeholders will be created. It will be paramount that the outreach strategy reaches all interested community members and creates a plan that is supported by the community.

The Village is looking for the consultant to provide an estimated number of meetings, open houses, and outreach activities that will be necessary to create the new Comprehensive Plan.

Board and Commission Involvement

Wilmette's Plan Commission will be leading the development of the Plan, with support from the Community Development Department and other Village departments as needed. While it is expected that the consultant will develop and lead the community engagement process, support from the Village Manager's Office will be provided as needed.

The Village has a number of Board's and Commission's that will assist the Plan Commission in drafting of the Plan. The following Board's and Commission's will be expected to provide insight into elements of the Plan that overlap their mission:

- Appearance Review Commission
- Community Relations Commission
- Environmental and Energy Commission
- Housing Commission
- Historic Preservation Commission
- Transportation Commission
- Zoning Board of Appeals

Sub-Area Plans

As mentioned above, a number of factors have impacted the retail success of parts of Wilmette's commercial areas. In order to prepare the Village's commercial areas for the future, closer looks at the following three Wilmette commercial areas will be necessary:

- Linden Square
- Ridge Road Corridor
- Green Bay Road Corridor

These commercial areas have all seen a reduction of retail and restaurant tenants and an increase in vacancies. Understanding the needs/desires of the neighborhoods these districts serve, the market reality of meeting those needs/desires, and strategies to encourage the needed/desired outcomes is necessary in developing a plan that the Village can rely on when making future land use decisions.

In addition, the Plan should revisit the Village Center Plan, amending it where needed and better incorporating the goals and policies into the new Comprehensive Plan. Recent developments in the Village Center include a 5-6 story mixed use building on the west side of Green Bay Road that received a Planned Unit Development special use and a 4-story mixed use building on Greenleaf Avenue that was built by-right.

A 6-7 story mixed use building at 1210 Central Avenue was recently approved by the Village through the PUD process and is expected to break ground in mid to late 2021. While these structures are of a size/mass that fit in with the community character, there is a concern that future development of a similar size may change the character of the Village Center in a negative way. The Village would like to ensure that new development is sympathetic in scale and design to adjacent residential neighborhoods.

The Village has received tentative approval to designate a portion of the east Village Center as a National Historic District. While this designation if finalized would only be honorific in nature, the Plan should recognize the importance of those historical elements of Wilmette's Village Center that make it unique.

Descriptions of Wilmette's commercial areas are as appendix A. Past Studies completed for these areas are attached as Appendix B.

Data Collection and Evaluation

The selected consultant will collect data, evaluate existing conditions and review existing Village plans, studies and reports as necessary to develop the plan.

In order to properly assess the strengths and weaknesses of the Village's commercial areas and develop appropriate goals, policies and strategies, a commercial market analysis will most likely be necessary.

In addition, a housing needs assessment may be necessary to develop meaningful housing related goals, policies and strategies.

Deliverables

The Consultant will:

- Provide project management
- Manage community engagement
- Provide regular status reports to the Plan Commission, Village staff and Village Board
- Coordinate with Village staff
- Hold periodic meetings with Plan Commission to present and discuss study results and drafts.
- Produce a draft and then final report that includes all minimum elements outlined in scope of services, related recommendations and strategies for implementation
- Provide 25 bound paper copies and a PDF of the final report and all attachments.
- Present a draft and then final report and recommendations to the Plan Commission and Village Board

Selected Consultant Scope of Services & Deliverables Input

The scope of services and deliverables listed above are not intended to be a comprehensive list of what will be necessary to deliver the final product. The Village will be relying on the selected consultant to provide additional input of the final product based on their past Comprehensive Plan work.

CONSIDERATION OF PROPOSALS

No proposal will be accepted from or contract awarded to any person, firm or corporation that is in arrears or is in default to the Village upon any debt or contract, or that is a defaulter,

as surety or otherwise, upon any obligation to said Village, or that has failed to perform faithfully any previous contract with the Village. In awarding the contract in addition to price, the Village shall consider the following:

- a. The ability, capacity, and skill of the consultant to perform the contract to provide the service required,
- b. Whether the consultant can perform the contract or provide the service promptly, or within the time specified, without delay or interference,
- c. The character, integrity, reputation, judgment, experience, and efficiency of the consultant,
- d. Diversity of the consultant team,
- e. The quality of performance of previous contracts of services,
- f. The previous and existing compliance by the consultant, with laws and ordinances relating to the contract or service,
- g. The sufficiency of the financial resources and ability of the consultant to perform the contract or provide the service,
- h. The quality, availability, and adaptability of the supplies or contractual services to the particular use required,
- i. The ability of the consultant to provide future maintenance and service for the use of the subject of the contract,
- j. The number and scope of condition attached to the proposal,
- k. Whether the consultant has a place of business in the Village,
- l. Responsiveness to the exact requirements of the invitation to proposal,
- m. Ability to work cooperatively with the Village and its administration, and
- n. Past records of the consultant, transaction with the Village or with other entities as evidence of the responsibility, character, integrity, reputation, judgment, experience, efficiency, and cooperativeness.

SUBMISSION REQUIREMENTS

Proposals shall be presented in the following format:

- Title Page: Provide name of firm, address, telephone number and email address of contact person and date of proposal.
- Transmittal Letter: A signed letter of transmittal briefly demonstrating the consultant's understanding of the work to be performed, committing to perform the work within requested time periods, explaining why the consultant's believes that it is best qualified to perform the services, and stating that the proposal is an irrevocable offer.
- Table of Contents: Reference Tab and Page Number.
- Tab 1 - Scope of Work: A detailed account of the firm's approach to the successful completion and implementation of this project. Although the Village has identified the minimum scope of services required, the consultant shall be provided broad leeway in establishing an approach and methodology to provide the requested

services and is encouraged to modify the approach based on experience or past successes in previous projects.

- Tab 2 - Statement of Projected Deliverables: Reports, traditional graphics, computer generated graphics, etc.
- Tab 3 - Qualifications: Provide a statement of qualifications, including related experience with projects of similar scope.
- Tab 4 - Project Team: List names of project leader and key personnel. Detail each person's responsibilities for this project and provide their resumes.
- Tab 5 - References: List three municipal clients for whom comparable services were performed and the year in which the work was performed. Provide the name, phone number and email for the client representative who is most familiar with your firm's work. Provide an electronic copy of the final work product for each of the three references.
- Tab 6 - Schedule: Provide timeline for each component of work.
- Tab 7 - Proposed Budget: Break down estimated costs by individual components of your firm's proposed work plan and by each sub-area plan included in your firm's response. The Village will use the cost break downs to determine which if any components of the proposed scope will be eliminated for budgetary reasons.

RFP Development -
Draft Review Process

Release RFP –
Consultant Selection

Comp Plan Dev - TBD

2021

Winter

Winter -
Spring

Spring -
Summer

Fall -
Winter

Award Contract -
Finalize Review Process

Comprehensive Plan Development

Comp Plan Dev - TBD

Comp Plan Dev - TBD

2022

Winter-
Fall

Summer
- Fall

Winter -
Spring

Winter

2021-2024

2-3 Year Plan
Development

Comp Plan Dev - TBD

Comp Plan Dev - TBD

2023

Comp Plan Dev - TBD

Village Board Comp
Plan Adoption

Winter

Spring -
Summer

Summer
- Fall

Fall -
Winter

2024

Plan Commission
Comp Plan Review



Comprehensive Plan Rewrite Update - Request for Proposal



Project Objective

The Project Objective section of the RFP is intended to provide additional detail on the reasoning behind the rewriting of the Comprehensive Plan. It is here where more information on elements such as environmental sustainability, affordable housing, community diversity, and economic vitality is provided.

It is expected that the project will result in the creation of a new Comprehensive Plan that addresses the changing ways in which Wilmette land use has been impacted, and the effect of that impact on the way people work, live, shop, and play in Wilmette. The new Comprehensive Plan is expected to guide the Village's land use decisions for the next twenty (20) years.

Scope of Services

Review the existing Comprehensive Plan elements to determine the best way to update the current chapters/components to allow the plan to serve the community into the future. The current plan is comprised of the following chapters/components:

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Fall

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Summer
- Fall

Winter -
Spring

Winter

2021-2024

2-3 Year Plan
Development

Comp Plan Dev - TBD

Comp Plan Dev - TBD

2023

Comp Plan Dev - TBD

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Plan Adoption

Summer
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Winter

2024

Plan Commission
Comp Plan Review

