

OSCAR MAYER SPECIAL AREA PLAN
Request for Proposals
Draft Scope of Services Outline
November 12, 2018

1. Background

(describe the Strategic Assessment Report and that this is the next phase to build on that effort)

(looking for a consultant or team of consultants)

Budget @ \$90,000-\$95,000 inclusive, with suggested breakdown as follows:

- 30% public engagement
- 10% background/existing conditions
- 30% overall recommendations (including process of developing them)
- 20% development scenarios
- 10% plan document

2. Planning Area Boundaries

(map from Strategic Assessment)

3. Project Description

The project will focus primarily on land use and physical design issues focusing on those that can help achieve the vision and redevelopment objectives included in the Oscar Mayer Area Strategic Assessment Report. Elements to be included in this plan include:

- a) Future land use recommendations that provide more specificity to those included in the City's Comprehensive Plan
- b) Zoning recommendations to implement the future land use recommendations
- c) Specific projects that could be included in a TIF project plan
- d) Transportation infrastructure, including bus and BRT stations, pedestrian and bicycle facilities, and streets and automobile parking.
- e) Illustrated redevelopment concepts for key sites within the planning area, addressing building heights, scale, massing, orientation and other design considerations important to achieving the concept.
- f) Parks and open spaces, including wetlands and stormwater infrastructure
- g) Design elements to create vibrant destinations welcoming to all
- h) Streetscape enhancements for major corridors

The consultant will need to carefully consider functional and aesthetic relationships with the surrounding neighborhoods and the community as a whole.

4. Public Participation / Process

Meaningful engagement with residents, businesses, property owners, community organizations, and other stakeholders is a major component of this effort. At a minimum this will include neighborhood associations, the Northside Planning Council, those who participated in the Strategic Assessment (focus groups, open house attendees, email lists), and the OSCAR group. The consultant must be able to work inclusively and effectively with a diverse set of stakeholders with divergent perspectives and propose a specific strategy to proactively engage underrepresented communities.