

St. Clair Superior Development Corporation
AsiaTown Master Plan Phase I- Request for Qualifications/Proposal
11/14/11

REQUESTS FOR QUALIFICATIONS/PROPOSAL

AsiaTown Master Plan Phase I

OVERVIEW

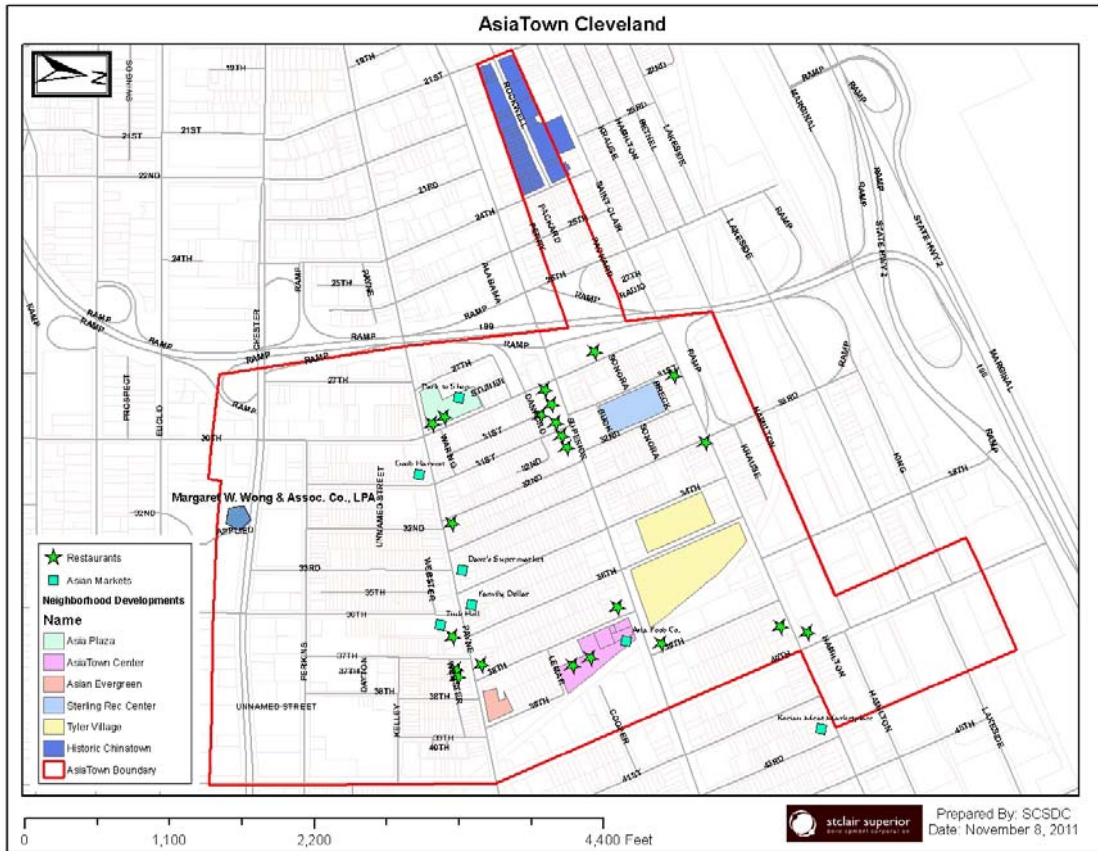
The intended outcome of the AsiaTown Master Plan is to articulate a broad vision for AsiaTown's future and identify key projects and programs in making AsiaTown a premiere neighborhood for quality of life and a regional destination for arts and culture. The plan should direct development, infrastructure, and economic activities and guide creating a successful AsiaTown District. This plan should recognize, address, and bring to light opportunities to create a community that is an exciting and desirable place to live, work and invest: A place where existing residents have increased quality of life amenities and new residents, business owners, and visitors feel welcomed.

The AsiaTown Master Plan will be designed to meet the needs of the entire community, not just the Asian population. Recognizing the importance of the Asian community and its growth in the neighborhood is central to the planning process. However, additional stakeholders such as existing residents, artists, business owners, industrial stakeholders and institutional stakeholders should also be engaged through community outreach and meetings. The plan should be visionary and provide compelling details but should additionally be strategic, identifying ways in which to implement proposed visions and strategies.

All proposals should take into consideration that a number of planning initiatives have been completed and can be included as part of the plan. This includes the AsiaTown/ Superior Avenue Transportation for Livable Communities Plan and the Targeted Area Plan developed as part of the Neighborhood Stabilization Program. Additionally, utilizing expertise within the St. Clair Superior Development Corporation should be considered.

ASIATOWN SERVICE AREA

The innerbelt on the Western Boundary to East 40th Street as the Eastern Boundary, South to the southern boundary of the property on the south side of Chester and North to the northern boundary of the property on the north side of St. Clair Avenue and the area referred to as Historic Chinatown along Rockwell Avenue between East 21st and 24th Streets. (See Map)



DELIVERABLES

This request for qualifications/Proposal (RFQ/P) is focused on a sub-neighborhood within the St. Clair Superior Development Corporation service area. A description of what is required for the AsiaTown Master Plan is below:

- **Opportunity Sites:** Define opportunity sites with community and build on existing nodes of activity and development.
- **Housing/Artist Housing:** Identify opportunities for step up housing development and live-work space for artists including in-fill development opportunities and opportunities in which artists can build equity in the neighborhood.
- **Commercial Development-** Identify opportunities for continued growth of the commercial corridor and the tenant mix necessary to provide for residents and visitors.
- **Define Typical Development Costs:** Outline typical development costs associated with land acquisition, environmental remediation, demolition, building construction, and for this district for specific projects identified as part of the plan.
- **Design:** Identify innovative methods for sustainability and green design to be incorporated into the built environment. Identify features that can be incorporated in design and streetscape that can add to safety.

- **District Branding:** Package marketing and selling of district. Map and design identification markers for gateways to the district.
- **Cultural Placemaking:** Propose ways in which to identify the area for its unique cultural attributes recognizing the opportunities and limitations of the area.

BUDGET

Budget for the AsiaTown master plan is not to exceed \$25,000.

PROCESS

We request that you submit your qualifications/proposal no later than the 9th Day of December 2011. We will select a firm no later than the 21st day of December 2011. We would like to have the work completed by the June 30th 2012.

Qualifications/Proposals will be evaluated on the firm's ability to meet the desired deliverables within our budget and timeline.

SUBMISSION REQUIREMENTS

1. Cover letter- A cover letter identifying the firm and primary contact person. The letter should highlight the firm's qualifications and experience.
2. Firm Overview- Provide a description of the firm, length of time in business, area of expertise and capacity.
3. Examples- Firm should provide examples of recent work on neighborhood planning projects.
4. Project Team- Firm should provide information about the proposed team that will work on the project and their hourly rate.
5. Proposed Approach and Fee- Firm should provide detail to their proposed approach in addressing the deliverables for the AsiaTown Master Plan and provide information to the project team member that would be assigned and the number of hours needed to complete tasks.

Please submit three (3) hard copies and a digital copy to:

Cynthia Brookins

Office and Communications Manager

4205 St. Clair Avenue

Cleveland OH 44103

cbrookins@stclairsuperior.org