



**REQUEST FOR BOARD ACTION
Committee of the Whole
April 12, 2017**

Subject:	Milwaukee Avenue Corridor Plan - Draft Request for Proposals for Planning Services
Action Requested:	Discussion & Feedback
Originated By/Contact:	Adam M. Letendre, Assistant Village Manager/CED Director Tonya Zozulya, Economic Development Coordinator
Referred To:	Village Board

Background:

The development of a Milwaukee Avenue Corridor Plan is a goal in the approved 2017 Budget. The Village has budgeted \$65,000 to commence a planning study for this corridor in 2017.

Summary:

- The attached draft Request for Proposals (RFP) requests information from potential consultants on their background and experience, what employees and any sub-consultants would be assigned, references, a proposed schedule, and other related qualifications.
- Staff recommends the following focus areas be included in the RFP along Milwaukee Avenue, the “Downtown Area” and Aptakisic Road:
 - Inter-connectivity (pedestrian and vehicular)
 - Site/building orientation, design and scale
 - Streetscape
 - Lighting
 - Green space & landscaping
 - Special signage/wayfinding
 - “Sense of place” elements and amenities
 - Recommended land uses/tenant types
 - Infrastructure needs
 - Possible zoning and sign code changes
 - Marketing/promotion
 - Financing mechanisms for desired improvements
- The RFP scope of work includes the following six items:
 - Meetings with staff to discuss background information and scope of work.
 - Background studies and other data review and collection.
 - Meetings with Milwaukee Avenue and adjacent businesses representing different industries and types.
 - Strengths, Weaknesses, Opportunities & Threats (SWOT) analysis.
 - Draft and final plan development.
 - Meetings/presentations to with the Village Board and Architectural Review Board (at various stages of the project).
- The Village of Buffalo Grove recently indicated to staff they plan to pursue a review of their stretch of Milwaukee Avenue in the near future. They offered an opportunity to partner with them through a possible grant from a Chicago Metropolitan Agency for Planning (CMAP). If this partnership is desirable to the Board, staff will discuss our goals for the Milwaukee

**Agenda Item
3.14 COW**

Corridor study with Buffalo Grove staff, a joint CMAP grant application process, and other details. The likely timing of a joint project is later than the possible release of this RFP; however, staff believes there are benefits to working with Buffalo Grove through CMAP given adjacency and a lack of formal corridor boundaries. Additionally, CMAP provides financial resources and assistance. They also help coordinate projects along major corridors with a regional view that may help define the Lincolnshire section of Milwaukee Avenue in a more holistic way than can be achieved on our own. Additionally, CMAP has access to resources in a more cost effective manner than Lincolnshire could achieve on our own. CMAP's submittal deadline occurs June 29, 2017, likely pushing any contract approvals to the end of 2017 or early 2018, with related work occurring in 2018.

Staff will bring back any further information to the Village Board for approval. If the Board believes staff should perform this work independently, we will proceed with the RFP distribution per the proposed schedule with a May 1, 2017 RFP release.

Recommendation:

Staff would prefer to explore the option of partnering with Buffalo Grove and CMAP, but would also appreciate the Board's feedback and direction on the draft RFP relating to scope and plan focus elements which would be also used in our work with CMAP. Regardless, any contract and approvals will come back to the Board for final approval.

Reports and Documents Attached:

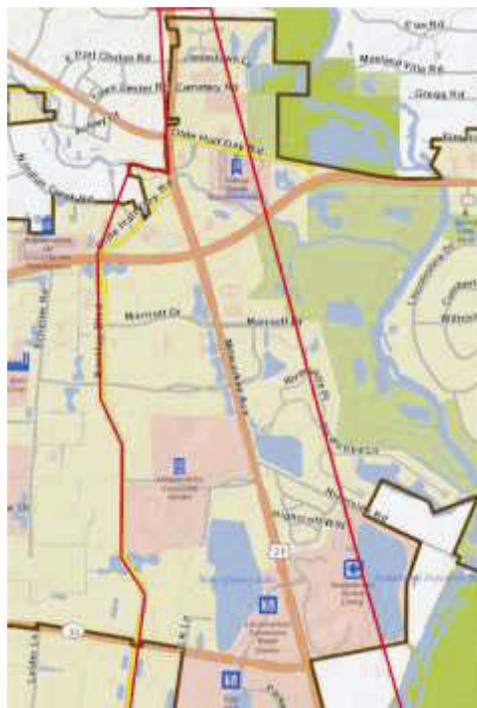
- Draft Request for Proposals for Milwaukee Avenue Corridor Plan planning services.

Meeting History	
Current COW discussion:	April 12, 2017



MILWAUKEE AVENUE CORRIDOR PLAN WITH DOWNTOWN/APTAKISIC ROAD SUB-AREA PLANS

The Village of Lincolnshire, Illinois, is soliciting proposals from qualified planning and urban design firms to prepare a **Milwaukee Avenue Corridor Plan with Downtown/Aptakisic Road Sub-Area Plans**. Proposals are due by 4:30 p.m. on Monday, May 22, 2017, at the Village of Lincolnshire (One Olde half Day Road, Lincolnshire, IL 60069) or by email to Adam Letendre, Assistant Village Manager/ Community & Economic Development Director at aletendre@lincolnshireil.gov or Tonya Zozulya, Economic Development Coordinator, at tzozulya@lincolnshireil.gov. The Village of Lincolnshire reserves the right to reject any or all proposals prior to the professional services contract award.



Village of Lincolnshire, IL
One Olde Half Day Road
Lincolnshire, IL 60069
www.lincolnshireil.gov

Village of Lincolnshire

Lincolnshire is located in southern Lake County, Illinois. It is one of the most desirable living and business environments in the Chicago metropolitan area. Based on the 2010 Census, Lincolnshire's population is 7,275 residents and 3,017 households, and is expected to grow at modest levels. The Village's daytime population is approximately 25,000 employees that work in over 300 businesses located in the Village. Lincolnshire is home to two nationally recognized school districts, including Adlai E. Stevenson High School. The community is served by two main arterials: Milwaukee Avenue (US-21), Half Day Road (IL-22) as well as the Tri-State Tollway (I-94 interchange).

Lincolnshire offers an exceptional quality of life for both residents and employees. The Village features generous open space areas with high-quality, low-density housing. Residents and the business community benefit from high-quality and responsive public services, including a state-of-the-art police department; highly trained personnel of the Lincolnshire-Riverwoods Fire Protection District, certified paramedics and medical technicians and a full range of public utility services.

Largely due to its office, industrial, hospitality, and commercial/retail sectors, Lincolnshire enjoys a strong and diverse economic base. The Village is home to a number of office and business parks, including the Lincolnshire Corporate Center, Lincolnshire Business Center, CDW Center, and Millbrook Office Park, which house such prominent employers as CDW, Zebra Technologies, AON Hewitt, Sysmex, Klein Tools, HydraForce and Quill. Together, these corporate facilities encompass several million square feet of office and industrial space and supply thousands of jobs.

Milwaukee Avenue Corridor Overview

Lincolnshire's Milwaukee Avenue is a nearly 2-mile long, 600-acre commercial, residential, office and mixed use corridor. This corridor serves as a regional living, shopping, dining, office, and entertainment destination and offers a wide array of fine restaurants to satisfy all customers. The Corridor serves as the main arterial connection between Lincolnshire's residential and commercial/industrial uses as well as the neighboring communities of Buffalo Grove, Vernon Hills, Lake Forest, Deerfield, Bannockburn and Riverwoods. The Lincolnshire corridor boundary spans between the area south of Aptakisic Road (Loft 21 Banquet Hall) and Jamestown lane on the north (Warren Barr and the Ponds Assisted Living community).

The Village Green of Lincolnshire Center, located at the northeast corner of Milwaukee Avenue and Olde Half Day Road, was developed in the late 1990's and provides a unique experience with many specialty shops, boutiques, and eateries, including Eddie Merlot's Restaurant, Egg Harbor Café, and Half Day Brewing.

CityPark of Lincolnshire Center, a mixed-use retail, entertainment, and office development constructed in the mid-to-late 1990's, at the southwest corner of Milwaukee Avenue and Aptakisic Road, features Wildfire and Big Bowl restaurants, a 16-theatre Regal Cinema with IMAX, and Viper Alley live music venue. A high-quality, high-amenity 300 unit apartment

complex targeting young professionals, executives and empty nesters is currently under construction.

The Village's newest lifestyle center developed in the early 2000's, Lincolnshire Commons, situated immediately north of the CityPark, has a desirable national and regional tenant mix, consisting of Fleming's Steakhouse, The Cheesecake Factory, and Kona Grill, DSW Shoes, White House | Black Market, Joseph A. Bank, and NorthShore University Healthcare.

Across the street newly annexed property includes Par-King miniature golf, and Loft 21 banquet/events space. Also under construction on the east side of Milwaukee Avenue are Camberley Club and Lincolnshire Trails townhomes, 86 units and 42 units respectively. Continuing north on the east side of Milwaukee Avenue, additional lifestyle stores, resorts and residences abound. These include a furniture row, consisting of Toms-Price Furnishings, Penny Mustard and Walter E. Smithe Furniture.

The east side of the Corridor, north of Rte 22 (Half Day Road) includes the Village's 12-acre downtown area. It is improved with The Fresh Market grocery store, a Marathon Gas Station, soon-to-open Culver's Restaurant and several future commercial and mixed uses. The Village is under contract with a developer to transfer ownership of the land around The Fresh Market for private development.

The Corridor and adjacent areas are home to five of Lincolnshire's six hotels: Lincolnshire Marriott Resort, Courtyard by Marriott, Hampton Inn and Suites, Staybridge Suites, and SpringHill Suites, (the sixth hotel, Homewood Suites by Hilton, is located near the I-94 Tollway). Marriott's Lincolnshire Resort is a 170-acre complex located in the heart of Lincolnshire, consisting of a 390-room hotel; four restaurants and lounges; live theater, 18-hole championship golf course; and more than 40,000 square feet of meeting and banquet space. The property is currently undergoing a more than \$22 Million redevelopment.

Include map insets for the Downtown and Aptakisic Road node.

Problem Statement

The Milwaukee Avenue Corridor and adjacent areas have not been previously studied in a comprehensive and unified fashion. The Village identified a need for a cohesive vision/plan for the Corridor and the two adjacent areas (the downtown area and the Aptakisic Road node) to maximize its desirability to residents, corporate employees and visitors and to position it well into the future as an economic engine for the Village and region.

Plan Goals

Develop an overall Milwaukee Avenue Corridor Plan with two related sub-area plans for the Downtown Core and Aptakisic Road node (see attached map), building on the Corridor's strong visibility, mix of land uses and opportunities for enhanced pedestrian and vehicular connectivity, aesthetics, wayfinding, future land uses, infrastructure, and place-making for the

Corridor and surrounding areas to serve as a regional destination and revenue-generator. The goals are to be achieved with community engagement to solicit feedback and participation.

Scope of Work

- Meetings with staff to discuss background information and scope of work.
- Background studies and other data review and collection.
- Meetings with Milwaukee Avenue and adjacent businesses representing different industries and types.
- Strengths, Weaknesses, Opportunities & Threats (SWOT) analysis.
- Draft and final plan development.
- Meetings/presentations to with the Village Board and Architectural Review Board (at various stages of the project).

Plan Focus Elements

- Inter-connectivity (pedestrian and vehicular)
- Site/building orientation, design and scale
- Streetscape
- Lighting
- Green space & landscaping
- Special signage/wayfinding
- “Sense of place” amenities
- Recommended land uses/tenant types
- Infrastructure needs
- Possible zoning and sign code changes
- Marketing/promotion
- Financing mechanisms for desired improvements

Proposal Submittal Requirements:

The following information shall be included under the title “Lincolnshire Milwaukee Avenue Corridor Plan with Downtown and Aptakisic Road Sub-Area Plans”:

1. Firm name and contact information.
2. Firm background and experience in related planning work. Provide examples/links to similar corridor plans and studies.
3. Staff members to be assigned to key management and field positions to provide requested work. Provide their professional qualifications/ resumes, and the functions to be performed by each.
4. Sub-consultants, if any, to be used and provide their contact information and relevant qualifications.
5. Statement of the Firm’s understanding of the scope of the work to be performed and proposed project approach.

6. References from other municipalities for similar work.
7. Proposed project schedule.
8. Proposed compensation breakdown for the three plans:
 - (a) Overall Milwaukee Avenue Corridor Plan;
 - (b) Downtown Sub-area plan; and
 - (c) Aptakisic Road Sub-Area Plan.
9. A confirmation that, if awarded the contract, the Firm acknowledges its complete responsibility for the entire contract, including payment of any and all costs or charges resulting from the carrying out this contract and/or the use of any subcontractors. The Village shall not be billed for anything more than the contract price.
10. Any other information that the Firm would like to submit to assist in the review of their proposal.

Proposed Schedule

RFP Released	May 1, 2017
Pre-Submission Meeting	May 10, 2017
Proposals Due	May 22, 2017 by 4:30 p.m.
Staff Reviews Submissions	May 24-June 2, 2017
Firm Interviews Firms	June 12-19, 2017
Recommendation Contract Award to Village Board	July 10, 2017
Formal Contract Award	July 24, 2017
Plan Development	August 2017 - April 2018

To submit a proposal or for questions, please contact:

Adam Letendre, Assistant Village Manager/Community & Economic Development Director

aletendre@lincolnshireil.gov

847.913.2312

OR

Tonya Zozulya, Economic Development Coordinator

tzozulya@lincolnshireil.gov

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