

# Comprehensive Master Plan for CITY OF OREGON

## Oregon, Ohio

### I. INTRODUCTION

#### Purpose

The purpose of this Request for Qualifications (RFQ) is to solicit competitive qualifications from qualified planning individuals and consultant teams interested in providing services necessary for the creation of a new Comprehensive Master Plan to the 2025 Oregon Master Plan, which was last fully updated and adopted on November 13, 2007. The new Comprehensive Master Plan should provide vision and policies that will guide the City's future land uses and will incorporate plans currently underway. A new Comprehensive Master Plan will assist City staff, Planning Commission, City Council, and its advisory committees to gauge the direction that citizens and various other stakeholders within the community would like to see the City move towards. The new Comprehensive Master Plan must provide guidance to the City on how to appropriately implement new development and redevelopment within the community while also meeting the service demands that come with community growth.

The City intends to develop a new Comprehensive Master Plan to guide the next eight to twelve years of community activities. The plan will focus on the American Planning Association's Comprehensive Plan Standards for Sustaining Places principles and will include a vision statement and a series of interconnected policies that address a range of topics. The City is also seeking a plan that takes a system based approach to its development, as outlined in "The Comprehensive Plan: Sustainable, Resilient, and Equitable Communities for the 21st Century". The plan will take these principles and this approach to evaluate topics including land use, redevelopment, annexation extent, housing options, economic development, infrastructure, natural resources, stormwater management, transportation, historic preservation, sustainability, climate change challenges, diversity, and equity. Finally, the plan should be designed to focus on enhancing quality of life for residents and promote the principals of [TMACOG] Toledo Metropolitan Area Council of Governments, [RGP] Regional Growth Partnership of Northwest Ohio, Oregon Economic Development Foundation, and Eastern Maumee Bay Chamber of Commerce for regional growth, and the Metropolitan Park District of the Toledo Area.

#### History and Background

The City of Oregon, Ohio is a home rule community located in the dynamic and fast-growing Interstate-280 corridor. The City is a diverse, complex, young, suburban community only four miles from downtown Toledo, Ohio and is located in northwestern Ohio, within Lucas County; the city has a total area of 38.04 square miles, of which 29.98 square miles is land and 8.06 square miles is water. The City of Oregon has three major highway corridors: I-280, State Route 2 (Navarre Avenue) and State Route 51 (Woodville Road). The City of Oregon adopted their Charter in 1958. The first government was Oregon Township, formed in 1838. The land was

surveyed and there were public sales for settlements. The area that was the township, is now the City of Oregon, which is bounded on the west by the City of Toledo, the North by Maumee Bay/Lake Erie, on the east by Jerusalem Township (Lucas County) and on the South by the City of Northwood (Wood County). In 1856 the township took ownership of two cemeteries which remain owned by the City today. Oregon was once part of the Great Black Swamp. The area was rich with oak, hickory, ash, walnut, elm and maple trees. The City occupies the northeast corner of Lucas County, with Wood County to the south. In 1954 Oregon Township trustees sought to zone the area. At about the same time, City of Toledo officials sought to annex the northwest industrial area of Oregon Township. The annexation failed, and in 1957 there was an election for Oregon to become an incorporated city; and on November 4, 1958 the citizens of Oregon adopted a City Charter, which took effect on or prior to January 1, 1959, providing for a Mayor/Council form of government. Oregon on the Bay is home to over 300 businesses, including multiple energy producers, making Oregon, Ohio the “Energy Capital of the Midwest”. The northwestern end of the city grew as an industrial center with a coal powered electrical generating facility and two large refineries. Pipelines were laid to carry petroleum products to and from the port facilities and other regions. The City's water treatment plant was constructed in 1964 and the wastewater treatment plant was as constructed in 1977, serving portions of Jerusalem Township, northern Wood County and northwest Ottawa County. In 1997 a major upgrade to the wastewater plant was completed. One third of Oregon, Ohio does not have sewer infrastructure and is zoned as Agriculture. The proximity of Toledo Express Airport, Detroit Metropolitan Wayne County International Airport, the I-75 "Crossroads of America" corridor, and the I-80/I-90 Ohio Turnpike offer ease of access to the over 3,300 acres of prime land in the City's industrial park and the approximately 500 acres of high-traffic retail locations offering our residents and visitors great dining, shopping, and entertainment options. Our commercial and manufacturing clusters are strategically located to all three of our interchanges on Interstate 280. In addition to the benefits of location, our workforce is highly skilled and well-educated; and City leaders are committed to ensuring the availability of resources and quality City services and support. Our 19,950 residents (2020 census) of diverse backgrounds earn an average income of more than \$67,002 and a median age of 45.3 years old.

With access to a trade area of 300,000 people and a metropolitan market of 500,000 people, the community is an ideal location for both business and residential uses. Oregon, Ohio is home to Maumee Bay State Park Lodge and Conference Center, which draws hundreds of thousands of visitors for birding annually. The Biggest Week in American Birding is a 10-day festival in Oregon, Ohio, “The Warbler Capital of the World!”. A new Comprehensive Master Plan will establish a framework for important future planning and policy implementation efforts.

## **II. SCOPE OF THE PROJECT**

### **Expectations**

The Plan will guide decisions affecting the physical development and redevelopment within the City's planning area. The process for the new Comprehensive Master Plan will be critical to its success and must ensure that the final document reflects the desired vision for the community as determined by citizens, developers, landowners, business leaders, appointed and elected

officials, and other stakeholders through community participation. The new Comprehensive Master Plan will be a guiding document that reflects the community's unique character and provides a clear process, together with specified objectives and policies, of how the City can build upon its strengths while becoming more sustainable and economically resilient.

### *Services*

The services provided by the chosen consultant will include, but not necessarily be limited to the following:

1. To enhance the sense of identity, place, and vision of what Oregon on the Bay currently is and what can be achievable in the next 20 years.
2. A thorough evaluation of and recommendations for modifications to the existing comprehensive master plan, including its vision statement, guiding principles, goals, policies, and objectives and how the city should interface with surrounding communities. What role should Oregon play with surrounding communities?
3. An analysis and incorporation of relevant data and trends related to population, employment, and housing forecasts.
4. Effective coordination with staff, Planning Commission, Mayor, and City Council. The consultant will assist with the creation of a Comprehensive Master Plan Steering Committee composed of the Planning Commission, City Administrator, Commissioner of Building and Zoning, City Council, Mayor, and other community representatives.
5. An effective steering committee and public participation process to ensure community involvement in the new Comprehensive Master Plan process. A proposed schedule of steering committee meetings, open houses and public meetings shall be proposed by the consultant at key points in the process. In addition, to working with the steering committee, the chosen consultant will present the final proposed Comprehensive Master Plan to the Planning Commission and City Council at required public hearings as they consider recommendation and adoption, respectively.
6. Recommendations and a plan for integration with other relevant plans and initiatives adopted by the City.
7. Development of feasible and fiscally responsible recommendations as determined by the new Comprehensive Master Plan process.
8. Re-evaluation of the land use map, land use types, densities, service needs and how they function with the existing zone districts adopted by the City, as well as potential future zone districts, if any to encourage Economic Development. Oregon has a strong infrastructure (water, sewer, roads, etc.) that can support new economic development. Recommendations are sought to identify prime industrial and commercial areas, considering the balance of other zoning classifications and land preservation. Special consideration should be given to examine proper buffering between all types of land use.
9. Identify focused, prioritized growth areas for a range of land uses and include vacant ground development as well as redevelopment opportunities.
10. Coordinate the relationship between the land use plan and transportation networks and options.

11. The development of a final Comprehensive Master Plan that will be relevant to the needs of the City and respects the culture and vision of the stakeholders and citizens of the City of Oregon.
12. General recommendations on appropriate changes that should be made to the City of Oregon Zoning Ordinance to make it consistent with the new Comprehensive Master Plan.
13. Specific strategies proposed that detail the resources and actions necessary to implement any recommendations made during the new Comprehensive Master Plan process.
14. Develop recommendations for improvements to those major streets leading into Oregon, Ohio for several blocks in both directions. These streets include Navarre Ave (Route 2), Starr Avenue, Wheeling Street, Seaman Road, Brown Road and Coy Road.
15. Conduct several project workshops with City of Oregon stakeholders, including business owners, residents, institutional representatives, and City representatives.
16. Make specific recommendations for commercial, retail, reuse of abandoned or underutilized industrial buildings, institutional, recreational, open space, and civic spaces within the project area. Such consideration should address establishing retail and commercial shopping centers at strategic locations. The plan should look to the possible establishment of neighborhood Human Service Centers, e.g.: family centers, recreation centers, health clinics, senior centers, social services, etc.
17. Provide recommendations in other relevant areas of the City if identified as critical to the future growth of Oregon.
18. Identify future demand for transportation infrastructure, both vehicle and pedestrian, through government and public input. This information will then be used to enhance or complete the transportation and bikeway plans.
19. Make specific recommendations for streetscape and façade improvements including curbs, sidewalks, decorative street lighting, banners, brick pavers, trees, benches, trash receptacles, wayfinding, and so forth along major corridors enhancing the city identity.
20. Identify possible courses of action for implementing the Comprehensive Master Plan i.e. Overlay Zoning District.
21. Develop specific Design Guidelines for signage, façade improvements, lighting, landscaping, etc. that might be incorporated into future Overlay Zoning Districts.
22. Identify and map private and public parks, recreation areas, and public open spaces within the study area, identifying future neighborhood parks that are within a reasonable walking distance from the population centers. Prepare a list of potential recreational sites and uses based on present and future community needs considering the demographics of an aging population.
23. Determine additional park needs, open space needs, and how to enhance Oregon's unique assets including Maumee Bay State Park, Pearson Park and the Lake Erie Shoreline. These resources are recognized as sources of community pride and conservation. Public access, through bicycle/walking trails, has been developed and maintained. Providing for future identification and protection of natural resources is an ongoing task for which analysis and recommendations are sought. Special consideration should also be given to wildlife migration patterns between the park areas and designated wetland areas.

24. Provide recommendations regarding the adoption of a Property Maintenance Code, Zoning Code revisions, and identify specific types of businesses we want to attract to Oregon through incentive packages.
25. Identify potential funding sources and financing strategies for implementing the Comprehensive Master Plan both for public and private improvements that are recommended in the plan.

These are general requirements for the new Comprehensive Master Plan and are not intended to be a comprehensive list of tasks and deliverables. It is expected that the chosen consultant will provide the City with more specific recommendations for approaches, tasks, and deliverables based on their experience and expertise from past work on comprehensive plan projects.

#### *Community Involvement in Decision Making*

The City of Oregon puts strong emphasis on ensuring participation of citizens in every stage of decision making. Participation of citizens, developers, landowners, business owners, appointed and elected officials, and other stakeholders throughout the community is paramount to success of the new Comprehensive Master Plan; therefore, the City will place a strong emphasis in the selection process in choosing a consultant that has strong facilitation skills with respect to the open house and public meeting process. The selected consultant will be responsible for organizing and either leading or co-leading public meetings with City staff.

#### **Products and Deliverables**

Some of the deliverables to be included with the new Comprehensive Master Plan are expected to be, but not limited to, the items below. Other areas of emphasis may be identified during the new Comprehensive Master Plan process.

#### *Comprehensive Master Plan Document*

A completed new Comprehensive Master Plan document shall incorporate the required information outlined under the Services subparagraph found in this Section above. Consultant shall provide hard copy and digital formats of the final Plan document to the City, including graphics. Final number and quantities to be determined with final scoping. These shall be in formats acceptable to the City to enable low-cost reproduction, revision, and direct web and social media posting. High resolution versions shall be expected as well. Consultant shall also provide new GIS layers based on new Comprehensive Master Plan for incorporation into City's GIS maps.

#### *Community Engagement Tools*

The chosen consultant will be expected to assist the City staff with developing and implementing community engagement tools that should foster public outreach and citizen participation. The City of Oregon' website should be used in disseminating information related to the new Comprehensive Master Plan, while providing avenues for feedback that can be incorporated into the Comprehensive Master Plan. The consultant should also collaborate with City staff to utilize social media to keep the public informed on the new Comprehensive Master Plan process. Other public input outreach methods should be recommended by the chosen

consultant, such as meetings, mailings, phone apps, questionnaires and specialized websites and the firm should implement these outreach efforts or assist City staff with their implementation. In addition, the consultant shall provide assistance to the City with the development of a Comprehensive Master Plan Steering Committee.

#### *Meetings and Presentations*

The consultant is expected to attend key meetings with City staff, citizens, developers, landowners, business leaders, appointed and elected officials and other stakeholders. The consultant will prepare and conduct key presentations as appropriate.

#### *Implementation*

Specific strategies shall be proposed that detail the resources and actions necessary to implement any recommendations made during the new Comprehensive Master Plan process. The consultant shall propose strategies to address the findings and recommendations of the various Project Tasks. All recommended implementation strategies shall be prioritized and presented in a format that can be easily tracked and updated.

#### *Related Studies*

The selected consultant will be provided with copies of all related studies recently completed in or near the project area including the City of Oregon 2025 Master Plan, St Charles Hospital Master Plan, ProMedica Bay Park Hospital Master Plan, Clay High School and Oregon City Schools District, and Strategic Plan for the Oregon Town Center Overlay District, 2005 Traffic Study of all of our main intersections and corridors, Oregon Bikeway Master Plan, and Safe Routes to School Travel Plan.

#### *Report Delivery Expectations*

The City anticipates the complete project budget will not exceed **\$150,000** to fund this planning project. All consultants are expected to structure an approach to the project that will accomplish the twenty-five (25) specific tasks outlined in the **Scope of the Project** within this budget. The consultant shall also organize the appropriate graphic and written material in an 8½ x 11 report that can be utilized to raise the necessary public and private funding to implement the Comprehensive Master Plan to guide future Comprehensive efforts. It is the desire for the City to develop a strong, vibrant, innovative, and unique community identity for Oregon, Ohio.

Ten (10) copies of the Final Report document shall be provided by the consultant, the cost of which shall be included in the total budget amount. Any additional copies required will be paid for by the City of Oregon at the cost of reproduction. The final plan shall be compatible for electronic publication on the City of Oregon's website.

### III. QUALIFICATION REQUIREMENTS

#### Qualification Submission Requirements

##### *Consultant Qualifications*

Consultants must have demonstrated experience in completing projects similar in nature to this one especially those that have resulted in actual implementation and contained similar elements requiring public and private partnerships to achieve successful results.

All Request for Qualifications (RFQ) must include the following information:

- History of firm and any associated firm: (1-page limit suggested)
  - a. Name of firm and contact name with phone number.
  - b. Location of principal and branch offices.
  - c. Length of time in business.
  - d. Firm ownership structure.
  - e. Annual service volume for each of the past five years.
    - (1) Number of projects.
    - (2) Total service volume.
  - f. List total number of firm's personnel, other than secretarial/clerical, by professional or skill group.
- Principal and key personnel who will be involved in this project and their related experience, including project engineers and planners responsible for the Master Plan.
- Sub Consultants, if any, that might be employed on the project.
- Firm's related project experience.
- Proposed approach to the project and timeline for major elements.
- Project and client references.

The consultant shall submit three (3) hard copies and one (1) digital copy as a PDF file provided on a flash drive as part of the qualifications submittal.

##### *Selection Process*

Request for Qualifications (RFQ) will be reviewed by the City of Oregon Planning Committee and based on that review several firms will be short-listed for interviews. Based on the RFQ submittal and the interview, the most qualified firm will be selected to undertake the project.

A Pre-Qualifications Meeting will be held to outline the project and answer questions from the consultants. This Pre-Qualifications Meeting is an optional requirement for submittal.

Interested firms should submit three (3) sealed printed copies and one (1) digital copy (in a single pdf file) of the Request for Qualifications to:

Mr. Joel Mazur, City Administrator  
City of Oregon  
5330 Seaman Road  
Oregon, OH 43616

Request for Qualifications are due on or before **Friday, January 5, 2024 at 4:30 PM EST**. All Request for Qualifications packages must be sealed and have “**RFQ 2024 Comprehensive Master Plan**” clearly marked on the outside for easy identification. Request for Qualifications may be hand delivered or mailed but must be received prior to the submission deadline at the address listed above. Any Request for Qualifications received later than the submission deadline will not be accepted or considered. Emailed or Facsimile (FAX) transmissions will not be accepted. The City will not be responsible for late submission caused by the postal service, other carriers, or any other delivery problems regardless of the reason.

### **Milestone Schedule**

The milestone schedule for this Request for Qualifications is as follows:

Release Request for Qualifications (RFQ)	<b>October 29, 2023</b>
Optional Pre-Qualifications Conference	<b>November 8, 2023</b> 1:00 PM EST *
Deadline for Submittal of RFQ Questions	November 20, 2023 4:30 PM EST
Question Responses and/or Addenda to RFQ	November 30, 2023
Deadline for Submittal of Qualifications	<b>January 5, 2024 4:30 PM EST</b>
RFQ Review Complete (Approximate Date)	January 18, 2024
Schedule Consultant Interviews (Approximate Date)	January 25, 2024
Selection of Consultant	<b>February 9, 2024</b>
Consultant submits timeline for completing the project tasks	<b>February 16, 2024</b>
Complete project & deliver ten (10) copies of Final Report	<b>February 5, 2025</b>

\* **Date changed due to Election Day.**

## **Process Overview**

### **Optional Pre-Qualifications Conference Date: **Wednesday, November 8, 2023****

A representative of all interested firms is encouraged to attend this optional Pre-Qualifications Conference, **Wednesday, November 8, 2023** at 1:00 p.m. Eastern Time at the City of Oregon Administration Building, 5330 Seaman Road, Oregon, Ohio 43616. Attendance is also available by MSTeams upon request of the firm representatives and a meeting ID number will be provided and emailed to the representatives involved. Representatives of the City will provide answers to all questions submitted by the deadline, discuss the scoring metric, and be available to answer additional questions regarding the RFQ.