



5th Avenue Project Frequently Asked Questions Last Updated: October 5, 2017

This is the first I'm hearing about 5th Avenue redevelopment. Why is this coming up now?

Redevelopment of this area has been talked about in various ways over the past decade due to its unique proximity to the train station and downtown and its potential for new and different uses. In 2017, the idea of this project was discussed at City Council meetings, during the City Council election cycle, at the Mayor's State of the City address and in several newspaper stories.

How come the community hasn't been involved in the process?

Because the "process" is starting this October. What has been done to date has been the selection of a developer who can best guide us through this process. The selection process began as a procurement with the release of a Request for Qualifications (RFQ) approved by the City Council on February 21, 2017. This coincided with the City's purchase of 190 E. 5th Avenue, the last key parcel in this area. The intent of this RFQ was to provide a fair and level playing field for developers to submit their qualifications to the City. No money has been spent by the City and no contracts have been signed. Before any concept can be developed, a full public engagement process must take place to understand what the community wants and what is feasible for that area.

How were the RFQ Scoring Committee members chosen?

A scoring committee was put together that included City staff, community leaders and residents. Mayor Steve Chirico interviewed and chose the four area residents, while the City Manager's Office worked with the Mayor to choose the City staff and community leaders.

Is it true that several the participants on the scoring committee are affiliated with the Naperville Development Partnership?

The scoring committee included City staff, community leaders and residents. The Naperville Development Partnership is the City's economic development agency. Yes, several of the community leaders are on the NDP board; however, they also happen to be the leaders of significant institutions in the Naperville community, such as Naperville School District 203, the Naperville Area Chamber of Commerce, Naperville Park District and North Central College. Due to the nature of our community, it is rare to find individuals who are not giving of their time and talents to multiple organizations. With a project of this size, it is important to include community stakeholders as well as residents. None of the scoring committee members have any direct financial interest or obligation in development of this area.

Why wasn't there a competitive process?

The Request for Qualification (RFQ) process was very competitive, with a goal of finding the most qualified company. After releasing the RFQ in February, firms had until May to respond in writing. Eight companies responded. After reviewing and scoring the written proposals, 5 teams were asked to participate in 2-hour interviews. After interviewing the 5 teams, Ryan Companies showed itself to be the most qualified.

Why has the RFQ process been changed?

The RFQ process has not changed. The RFQ stated that a final shortlist of one or more development teams may be identified and recommended to City Council for approval. During the RFQ process, all firms indicated a strong desire to work with the community to prepare actual proposals. After shortlisting from 8 to 5 developers and conducting interviews with 5 teams, it was determined by the scoring committee that the experience, resources and capability of one firm (Ryan Companies) exceeded the qualifications of the other proposers. Some of the experience includes working with complicated developments involving many stakeholders and diverse land uses, the financial capacity to take on the entire project and proven team experience. Understanding that any firm that moved forward in the process would spend significant time and resources in community engagement, the committee recommended Ryan Companies.

Why wasn't the process transparent?

The RFQ was discussed in public at a City Council meeting in February 2017. Local news outlets including the Naperville Sun, the Daily Herald, Positively Naperville and NCTV17 have covered this throughout the process. The City has also maintained a webpage with copies of RFQ responses and associated documents since February 2017 at www.naperville.il.us/5thavenue. We look forward to the community engagement phase of this project which will use a variety of methods to gain feedback and have citizens participate in this project.

What's going to happen to the commuter parking?

A minimum requirement of any development concept is that parking be replaced at a 1:1 ratio. Any decisions about parking can only be made after receiving community input (including from BNSF, Metra, and PACE) and completing detailed traffic and parking studies.



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The size and scale of the development is too much for the area and will add too many new residents. There are no approved development plans. We are at the very beginning of this process and would like to partner with Ryan Companies and start the 5th Avenue Project by beginning to engage the entire Naperville community to develop a plan.

Concept ideas and sketches were prepared by all the teams that responded to the City's RFQ. These initial ideas were provided so that the scoring team could see the firm's ideas about market potential for the area. None of the sketches were ever meant to be hard-and-fast plans for the area. A plan (or plans) for the 5th Avenue area would only come about after extensive studies and community input. The City is seeking to move forward with a process that will incorporate extensive engagement and generate plans for further discussion at the community and City Council level.

What contracts does the City have with Ryan Companies?

The recommendation is to work with Ryan Companies on a community engagement process complete with market, financial feasibility and technical studies. There is no contract or obligation to Ryan Companies. This process can be terminated by either party at any point. Ryan Companies is not being compensated for their work.

Why does the city need a partner? Won't the developer just do what is most profitable?

The reason for the process is because the City lacks the in-house resources and expertise needed to do this on our own. We need a partner with the capacity to complete environmental, traffic, parking, utility, and market studies. In order for Ryan Companies to be successful and get the necessary approvals, they will need to work with the community to create a development plan that is acceptable the community, not simply a plan that is profitable.

What happens next if Ryan Companies is chosen by City Council?

City staff will partner with Ryan Companies to begin the community engagement process, complete market and technical studies and use that information to develop a land use concept plan which will be presented to the public and City Council.

What would the process have looked like if more than one development team was moved forward by the RFQ Scoring Committee?

The RFQ stated that a final shortlist of **one or more** development teams may be identified and recommended to City Council for approval. Below is a flow chart showing how the process might have proceeded if more than one development team was deemed qualified by the scoring committee. It's important to remember that during the RFQ process, all firms indicated a strong desire to work with the community to prepare actual proposals for the 5th avenue area.

In considering where we stand today, there are several benefits to recommending one development team to the City Council for approval versus moving forward with a Request for Proposals (RFP) process to narrow down multiple firms. These include:

- 1.) **The process immediately becomes proactive versus reactive.** The community can be immediately involved in developing a potential concept for the area "from the ground up", versus an RFP process, where community engagement is more limited to reacting what multiple firms propose prior to City Council refinement/selection of a final developer. To have all parties involved in initially creating a shared vision makes the most sense for our community.
- 2.) **More time is allowed for community engagement**, which ultimately results in a better end product.
- 3.) **The problem of one development preferred by one group "losing out" to one development preferred by another group during the RFP process is eliminated.** By moving the community engagement portion of the project to the beginning of the process, all views are immediately considered in the initial development of a single project.

It is important to note that either approach includes the same major components of the selection and concept refinement process.



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