

# **City of Muskegon Request for Proposals**

## **Apple Avenue Corridor Improvement Plan**

### **BACKGROUND**

The City of Muskegon Development Services Division is seeking consulting services to assist in the creation of a Corridor Improvement Plan for Apple Avenue (M-46), from Muskegon Avenue to US-31 (approximately 2.2 miles). This Corridor Improvement Plan will be a collaboration between the consultant and the Development Services Division, which includes several Planners and Economic Development Analysts, who will be collecting data and public input to share with the consultant.

The Apple Avenue corridor traverses six neighborhoods, serves as a major east-west arterial, and is home to a range of land uses including residential and important commercial districts containing retail stores, restaurants, and service providers. It also provides access to several community facilities such as parks, healthcare centers, and government facilities. Newly approved multi-family residential developments in this area will also change the dynamic of the corridor.

The City is currently working with the Michigan Department of Transportation on a potential roadway reconfiguration for Apple Avenue that is in the design stage. This Corridor Improvement Plan will not focus on the street design, but rather on the areas adjacent to the street, including driveway approaches, sidewalks, private property, and alleys.

### **CURRENT APPLE AVENUE CORRIDOR AREAS OF FOCUS**

- Wide road with multiple lanes.
- High-speed traffic/traffic flow inefficiencies.
- Three public transit lines with a number of bus stops.
- Large parking lots separating buildings from one another and the street.
- Blight and facade issues.
- Unsightly signage, utility poles/wires.
- Narrow sidewalks, in poor condition, interrupted with driveway curb cuts, and unbuffered from the travel lanes.
- Poor transitions between residential and commercial areas.
- Lack of neighborhood-serving businesses in identified community nodes.
- Lack of areas that include amenities for visual interest and safety, including seating, pocket parks, trees, and landscaped buffers.

### **APPLE AVENUE CORRIDOR IMPROVEMENT PLAN OBJECTIVES**

- Improve the transition between commercial and residential areas.
- Improve the public realm along the corridor with sidewalks that link adjacent neighborhoods to the corridor and that are unobstructed, wide enough for a variety of users, and buffered from the street.
- Improve aesthetics, including consideration of streetscape changes, signage, and lighting that supports an integrated identity for the corridor and provides increased safety for pedestrians, bicyclists, and drivers.
- Improve vacant and/or underutilized land along the corridor.

- Address access between roadways and private property, including alley improvements and a better approach to access management.
- Conservation and possible installation of new public art along the corridor.
- Streetscapes that include amenities for visual interest and safety, including seating, pocket parks, trees, and green buffers.

## **EXPECTATIONS & DELIVERABLES**

The consultant will work with Development Services and Community Engagement staff to compile and create a Corridor Improvement Plan for Apple Avenue. The Corridor Improvement Plan will rely heavily on the City's [existing Master Land Use Plan](#), Placer AI data, and data from previous community workshops/meetings.

The anticipated timeline is as follows:

- One virtual or in-person kickoff meeting (Staff and Consultant)
- Draft aerial plan drawing/rendering provided to staff for use at the public workshop
- One public workshop (attended by City staff only - staff to provide the consultant with meeting summary)
- One follow-up meeting (Staff and Consultant) to discuss the plan, aerial plan drawing/rendering, and any updates or revisions
- Delivery of a workable, digital copy of the plan

The final deliverable will consist of a written plan, one (1) aerial plan drawing/rendering depicting, improvements to the corridor, and three (3) perspective renderings. The final deliverables will be due on September 23, 2024.

## **SELECTION CRITERIA**

The City will award a service contract to the organization that can provide the highest quality plan at a competitive price.

## **REQUESTED INFORMATION**

Complete proposals will include the following information:

- Total cost estimate for all services provided
- Company history and experience
- Examples of similar plans completed

## **PROPOSAL DEADLINE**

Proposals are due by 2:00 p.m. on Tuesday, May 28, 2024. They must be sealed and delivered to:

Muskegon City Hall, Clerks Department  
933 Terrace Street  
P.O. Box 536  
Muskegon, MI 49443

Please direct all questions to:  
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