

To Perspective Firms,

The Jefferson-Puritas West Park Community Development Corporation (JPWP) and West Park Kamm's Neighborhood Development (WPKND), through funding from Cleveland Neighborhood Progress, are jointly seeking proposals to complete a comprehensive market analysis of Lorain Avenue in the West Park neighborhood in Cleveland.

As CDCs in a middle neighborhood, both JPWP and WPKND need to focus our efforts in our most robust retail corridor to take our community from just trying to maintain our stability to thriving and vibrant. Once a former bustling streetcar road, Lorain Avenue continues to have great, locally owned businesses and some multi-family housing that varies in quality. However, as is true in most cities and towns, there is an overabundance of retail space, as well as some vacant buildings and land sprinkled throughout the corridor. Our job as CDCs is to develop a plan for the future of West Park and then work with partners to make that plan become a reality. To begin the process, we need formalized data and a market study to identify strengths, weaknesses, gaps, and opportunities in both housing and retail/commercial options along the corridor. The results of this study will then help determine our development priorities on Lorain Avenue in the future.

Firms and/or teams wishing to be considered in the selection process must submit a proposal electronically by 5:00 PM EST on Friday, March 13, 2026. Questions and proposal submissions should be sent to both Melissa Miller Sedlock, Executive Director, JPWP at m.millersedlock@jeffersonpuritas.org and Joe Dill, Interim Executive Director, WPKND at joe@westparkkamms.org. We will respond to all questions individually via email.

We look forward to reviewing the proposals and collaboratively creating a more vibrant Lorain Avenue Corridor.

Sincerely,

Melissa Miller Sedlock

Melissa Miller Sedlock
Executive Director
Jefferson Puritas West Park CDC

Joe Dill

Joe Dill
Interim Executive Director
West Park Kamm's Neighborhood Development

Request for Proposals (RFP) Lorain Avenue Market Analysis

Issued by:

West Park Kamm's Neighborhood Development (WPKND)

Jefferson Puritas West Park Community Development Corporation (JPWPCCD)

Release Date: February 11, 2026

Proposal Due Date: March 13, 2026

Total Budget Available: \$30,000

1. Purpose

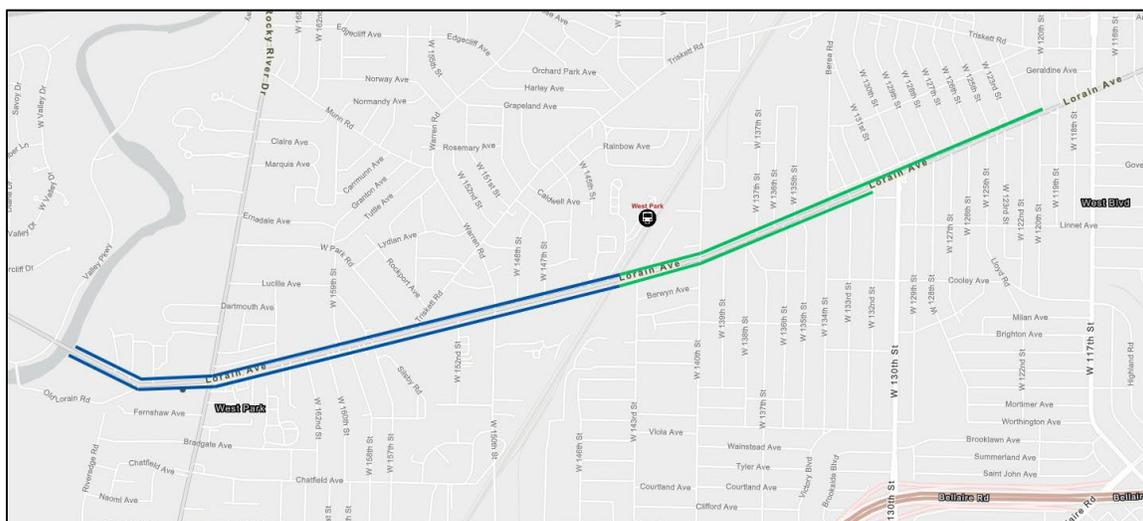
WPKND and JPWPCCD are jointly seeking proposals from qualified firms or individuals to conduct a comprehensive market analysis of the Lorain Avenue corridor in the West Park neighborhood of Cleveland, Ohio. The study should assess current and projected demand for residential (particularly multi-family housing) and commercial development, identifying key drivers, gaps and opportunities.

2. Background

Lorain Avenue is a major commercial and mixed-use corridor on Cleveland's far west side. Both organizations are engaged in community revitalization and strategic planning for long-term investment in the corridor. This market study will inform future development priorities, policy advocacy, and funding strategies.

The study area will focus on the sections of Lorain Avenue in Wards 13 and 15. These boundaries, illustrated below, are defined as the intersection of West 120th Street and Lorain Avenue to the Cleveland-Fairview Park municipal boundary on the north side of the corridor, and the Intersection of West 132nd Street and Lorain Avenue to the Cleveland-Fairview Park municipal boundary on the south side of the corridor.

The green lines correspond to the analysis boundaries within JPWPCCD's service area, and the blue lines correspond to WPKND's service area.



3. Objectives

The selected consultant will help both organizations understand:

- Housing Demand:
 - o Existing and future demand for residential housing
 - o Rental income thresholds and affordability levels
 - o Housing types suited for the corridor (e.g., townhomes, mixed-use, senior housing)

- Commercial Market Conditions:
 - o Gaps in commercial services and area demand
 - o Types of retail or service businesses with market potential
 - o Gaps in current available inventory compared to commercial demand
 - o Commercial rent ranges, property typography, and affordability for small businesses

- Market Forces:
 - o Demographic and economic trends influencing Lorain Avenue
 - o Infrastructure, transit access, and job proximity impacts
 - o Key indicators for both residential and commercial viability

4. Scope of Work

Tasks may include, but are not limited to:

1. Data Review & Demographic Analysis
2. Real Estate & Land Use Assessment
3. Residential Demand Analysis
4. Commercial Market Analysis
5. Stakeholder Engagement
6. Recommendations

5. Deliverables

- A comprehensive written report
- GIS maps, data visualizations, and market tables
- Executive summary with actionable recommendations
- At least two presentations (one for stakeholders, one for community/public)

6. Proposal Requirements

- A cover letter with contact information
- Project team qualifications and relevant experience
- Project approach and timeline (target: 3–4 months)
- Detailed budget with estimated hours per task, including an hourly rate for potential overages
- Examples of similar work (links or PDFs preferred)
- At least three references

7. Submission Instructions

Submit proposals electronically to:

joe@westparkkamms.org and m.millersedlock@jeffersonpuritas.org

Subject line: Lorain Avenue Market Analysis Proposal – [Your Organization Name]

Submission Timeline:

- RFP Release Date: February 11, 2026
- Proposal Due Date: March 13, 2026
- Proposal Review: March 16 – 31, 2026
- Candidate Interviews: April 1 – 10, 2026
- Execute Contract: April 13 – 17, 2026
- Analysis Complete: August 14, 2026

8. Evaluation Criteria

- Understanding of project goals and neighborhood context
- Relevant experience in similar housing/commercial market studies
- Strength of proposed methodology and timeline
- Cost and value of proposed services
- Commitment to equity and community engagement