

# Request for Proposals



## Jefferson-Puritas West Park Community Master Plan

Posted August 1, 2025  
Proposals Due September 5, 2025



To Perspective Firms,

The Jefferson-Puritas West Park Community Development Corporation (JPWP), through funding from Cleveland Neighborhood Progress and the Mandel Foundation's Community Development Corporation Leadership Program (CDCLP), is seeking proposals to develop an urban planning and investment strategy for the areas of the Jefferson and Bellaire-Puritas Statistical Planning Areas served by the agency.

We are at a pivotal point in the history of this middle neighborhood. In *On the Edge: America's Middle Neighborhoods*, a middle neighborhood is defined as a place that are "neither clearly healthy and thriving, nor overtly distressed; they are neither adequately serviced by the market and supportive policies, nor are they beneficiaries of large-scale philanthropic support." This is a very accurate description of the neighborhoods the JPWPCDC serves in West Park. JPWP's service area is a very diverse, family-oriented neighborhood with good schools and parks, relatively stable, modest, naturally occurring affordable housing and commercial districts that serve the needs of the community. Despite this, the aesthetics of the commercial districts need improving, there needs to be a greater variety of housing, and new businesses that will attract new and younger residents. There is a feeling among older residents that the neighborhood has declined over the past several years, and that it is not as safe as it used to be.

The neighborhood has started to see some new investment in the community. This past year alone, a new Latin market, a pickleball facility, several bars and restaurants, and a market-rate apartment building in a former school building have opened. Through this plan, JPWP is looking for a blueprint to keep this positive momentum going as we continue to grow the Jefferson and Bellaire-Puritas communities. We are seeking a process in which all community voices are heard creating a plan that encourages robust investment that benefits our neighborhood housing stock, commercial corridors, and greenspaces.

Firms and/or teams wishing to be considered in the selection process must submit a proposal electronically by September 5, 2025 by 5:00 PM EST. Questions and proposal submissions will be handled by Melissa Miller Sedlock, Assistant Director, at [m.millersedlock@jeffersonpuritas.org](mailto:m.millersedlock@jeffersonpuritas.org).

We look forward to reviewing the proposals and collaboratively moving our community forward into its vibrant, next chapter.

Sincerely,

*Melissa Miller Sedlock*

Melissa Miller Sedlock, Assistant Director  
Jefferson Puritas West Park CDC

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## Introduction:

The Jefferson-Puritas West Park Community Development Corporation (Jefferson-Puritas), formerly known as the Bellaire-Puritas Development Corporation, has been serving the residents and businesses in the Jefferson and Bellaire-Puritas neighborhoods since 1992. As an agency we have not completed a new comprehensive neighborhood-wide development plan since 2009. A new comprehensive plan is needed to guide our work into the future as we continue to build a stronger Jefferson-Puritas community.

### Middle Neighborhood

The neighborhoods that our agency serves includes portions of the Bellaire-Puritas neighborhood and Jefferson neighborhood (Cleveland's Ward 16 boundaries and Cleveland's Ward 13 boundaries as of January 2026), approximately half of the West Park community. West Park is a quintessential middle neighborhood.

### Housing

We have a significant amount of Naturally Occurring Affordable Housing (NOAH) with most of our housing stock being small, single-family housing. The neighborhoods were built either right before or right after World War II to house middle-income, working-class families.

### Commercial and Industrial

Our commercial corridors have some vacancies but also have businesses that serve the community. However, all our commercial corridors have a dated look to them. Our neighborhood is home to over twenty percent of the City's industrial base.

### Diverse, Cultural and Institutional

Jefferson-Puritas has a relatively stable population and is one of Cleveland's most diverse areas. Besides our residential and commercial areas, Jefferson-Puritas is home to several religious institutions, and strong public and private schools. With Garfield School (K-8), Artemus Ward School (K-8), and John Marshall High School (9-12), all Cleveland Metropolitan School District schools, and Hawken at Birchwood, a K-8 private school, as well as Bard Early College (9-12) just off West 140<sup>th</sup> Street. We refer to West 140<sup>th</sup> Street between Puritas and Lorain Avenues as Education Corridor.

All these middle neighborhood characteristics come together to place Jefferson-Puritas at a pivotal point where we can either grow or decline. Our intention is for our new comprehensive neighborhood plan to steer us down along the path of growth.

## Neighborhood Background:

The Jefferson-Puritas service area includes large portions of two statistical planning areas, the Jefferson Neighborhood and the Bellaire-Puritas neighborhood. The entire neighborhood was built just prior and just after World War II, with the northern neighborhood (Jefferson) mostly being built just before World War II and the southern part

of the neighborhood (Bellaire-Puritas) primarily being built post-war. There is a noticeable distinction between these two neighborhoods, based upon this pre-war, post-war build-out.

#### Jefferson:

The Jefferson neighborhood, along Lorain Avenue, has a more traditional urban feel to it. The neighborhood is pedestrian-friendly with 2-story houses. Most are single-family homes with doubles interspersed throughout the neighborhood. The main retail corridor in this area is on Lorain Avenue. Lorain Avenue is home to traditional urban storefronts and mixed-use buildings. The buildings have a traditional urban setback with parking primarily on the street.

#### Bellaire-Puritas

The southern neighborhood in our service area, Bellaire-Puritas, has a first-ring suburban feel to it, seeing as it was built later than the northern part of the Jefferson neighborhood. The houses consist of primarily bungalows with some colonial and ranch-style houses mixed throughout. The main retail corridor in this area is Puritas Avenue, a street that was designed for automobiles as opposed to street cars. Most commercial buildings have a greater setback from the street, leaving room for parking in front of the store. The exception to this is West 130<sup>th</sup> Street, also found in the Bellaire-Puritas neighborhood, which is primarily a commercial corridor with some homes interspersed. The West 130<sup>th</sup> neighborhood, within Bellaire-Puritas, is the most challenging neighborhood in our service area. A few older, commercial buildings remain, like on Lorain, but with significant vacancy, and it is in the lowest income census tract that we serve.

Jefferson-Puritas is one of the most diverse neighborhoods in the city of Cleveland. In the late 1800's, John West, West Park's namesake, would invite people from the surrounding farms to come and spend their Sunday afternoons around his pond on his property along Lorain Avenue. His open invitation earned the area's informal name, "West's Park", which over time, officially became the Village of West Park. His house, now located on West 138<sup>th</sup> Street, near Lorain, is in the heart of West Park. We describe this neighborhood courtesy as a 'West Park Welcome' that continues today. This neighborhood is historically home to immigrants looking to make a better life for their families. The neighborhood was built by German, Slovenian, Italian, and Irish immigrants. The oldest African American neighborhood on the west side of Cleveland is in West Park. It was first settled in 1809 and began to flourish in the 1910's and 1920's. Today we have a new wave of immigrants joining our community. The neighborhood welcomes a growing Hispanic and African American population, as well as newcomers from the Middle East, Nepal, Senegal, Congo, and Afghanistan. Building on the strengths of our diversity is an important and historic neighborhood value.

## General Neighborhood Demographics:

Below are some basic demographics and statistics for Ward 16 (our current neighborhood boundaries), Jefferson SPA, Bellaire-Puritas SPA. Portions of the two SPAs are included in Ward 16.

### Ward 16 Statistics

Demographics		
Population	Number persons	Percent of pop.
Total	24,691	
Under age 18	5,821	23.6%
Ages 18-64	15,635	63.3%
Ages 65+	3,234	13.1%
Race		
White	16,422	66.5%
Black/African American	4,214	17.1%
Asian American/Pacific Islander	674	3.5%
Other race reported	3,179	12.9%
Ethnicity		
Hispanic/Latino (of any race)	4,185	17.0%

Income/Poverty		
Median Household Income		
Ward 16	\$37,539	
Mean Household Income		
Jefferson	\$57,469	
Bellaire-Puritas	\$63,263	
Persons living below poverty	Number Persons	% of pop.
Ward 16	6,207	25.7%

- Homeowners comprise 60% of households in Ward 16.
- Ward 16 is home to between 20 and 25% of Cleveland's industrial base.
- 81.9% of adults in Ward 16 have at least a high school diploma or GED.



## Jefferson-Puritas West Park Master Plan



## Jefferson-Puritas West Park CDC Background:

The Jefferson-Puritas West Park CDC (JPWP) was formed in 1992 as the Bellaire-Puritas Development Corporation. Since its inception, the agency has served the council ward that represents the eastern portion of West Park. The agency was formed by a group of residents, business owners, and religious leaders who were becoming increasingly concerned about both housing conditions in the neighborhood and the increased perception of the neighborhood becoming a less safe place to live and do business. Our first programs focused on housing code enforcement, safety and mediation, and economic development.

The agency grew to include senior services, community engagement, youth programming and workforce development. In 2023, the agency undertook a community engagement process to re-evaluate the name of the organization, resulting in the new name of the organization. The residents and stakeholders that participated in the process felt that the name needed to reflect both SPAs that it serves, as well as include the broader name of 'West Park' in the name. Today, JPWP divides its work into three main areas: Community Development (housing and economic development), Community Engagement, Neighborhood Services (senior services), and remains true to its vision to engage residents, businesses, and stakeholders to build a stronger, more resilient, and more vibrant West Park each day.

## Project Goals:

The most recent neighborhood development plan was completed in 2009 and acted mainly as a guide to align zoning with current and desired land uses. The agency is now looking for a document that will help guide physical development and growth in the Jefferson and Bellaire-Puritas neighborhoods. All neighborhoods are constantly changing. As a middle neighborhood, our goal is to evolve into a neighborhood that meets the needs of both our residents and businesses reflecting the diversity of our community while creating a strong identity that is known throughout Cleveland. The final plan should outline our community's vision for the future and outline action steps for the agency and community leaders to undertake and fulfill that vision.

## Scope of Work:

The final product of this project will be a comprehensive neighborhood development plan for the Jefferson and Bellaire-Puritas sub-neighborhoods in West Park, a Cleveland neighborhood that will guide the agency's community development work for the next 5-7 years. The plan must look at the neighborhood from a middle neighborhood perspective and make recommendations accordingly. Additionally, The City Planning Commission is very interested in enacting Form Based Code changes across the neighborhood and will be consistently engaged in that effort. The consultant must engage with residents, businesses, institutional stakeholders and property owners throughout the planning process, in a variety of different ways, to ensure that as many voices as possible are incorporated into the plan. Once complete, the consultant, along with JPWPCDC, will



present the plan to the Cleveland Planning Commission for formal adoption by the city.

Below are the four key areas that the plan must address:

1. Community Engagement

The core of this plan must come from the community. It is imperative that the consultants conduct extensive community engagement through various means to incorporate as many voices as possible in the planning process. The engagement must be done through various means such as community meetings, focus groups, and surveys. Engagement must be possible through in-person, digital, and written means to hear as many voices as possible. The goal of the engagement process is to understand what the needs and priorities are for all the stakeholders in the neighborhood, including residents, business owners, property owners, and institutional leaders. The engagement strategy will be developed in coordination with Jefferson-Puritas staff.

2. Land-use Revitalization Plan

The crux of the plan will be the land-use revitalization. This portion should be developed from an asset-based needs assessment. It will include an inventory of the current residential parcels, commercial parcels, industrial parcels, green spaces (active, passive, and potential areas for large-scale tree plantings to improve the overall neighborhood tree canopy), and vacant land that is either developable or not developable and should be preserved. The plan should include a draft Form Based Code map that can be adopted by City Planning Commission as a zoning change. The plan must contain a market analysis of existing and emerging trends in neighborhood housing, commercial, and industrial areas. This assessment will identify future housing and commercial development and redevelopment opportunities and recommendations in the plan.

3. Neighborhood Livability - Transportation, Wayfinding, and Public Art

The plan must address the quality-of-life aspects of a neighborhood that increases the lived experience of residents and visitors to the neighborhood including both safety and aesthetics. These include the neighborhood's walkability, cycling infrastructure, and public transportation waiting areas and experiences, building off of Cleveland's recently adopted Cleveland Moves plan. It shall include an analysis of the current streetscapes and the opportunities to improve those streetscapes, through traditional streetscape amenities, public art, wayfinding, and tree-canopy cover. The plan will address all commercial corridors, school walking routes, green spaces, and undevelopable vacant land.

4. Action Plan

The goal of this plan is to create a usable document that guides our community development work for the next 10 to 15 years. Therefore, the plan must include action steps to guide agency work. The plan will include short-term action steps the community and staff can take to see measurable results soon, as well as mid-term and long-term action steps that will create the lasting changes the neighborhood desires. Projected cost estimates for identified projects should be included in the

plan along with potential partners and funding opportunities and potential partners for identified projects.

#### Project Deliverables:

1. Community Engagement Plan – A plan for engaging with community stakeholders throughout the project
2. Project kickoff – a public meeting to review project goals, timeline and deliverables with the community.
3. Data Collection and Analysis – Gathering and analyzing data demographics, land use, and other relevant factors. Gather and analyze data collected through community engagement process.
4. Draft Neighborhood Plan - A preliminary draft of neighborhood plan for review and feedback from community, agency staff, and board. The draft should include a draft land use plan and Form Based Code Map that could be adopted by Planning Commission as a zoning change.
5. The final version of the neighborhood plan presented to the community, staff and JPWPCDC Board, including action plan with projected costs. Plan approved by JPWPCDC Board.
6. The final plan adopted by the City of Cleveland Planning Commission.
7. A complete slide deck that can be used for additional meetings.

#### Requirements for Technical Proposals:

1. Executive Summary – Provide a brief overview of your firm that including relevant experience in community planning and revitalization. Identify key point of contact at the firm.
2. Outline of proposed project methodology.
3. Outline of community engagement process. This should include in-person methods, focus groups, and surveys in though meetings, digital and print options.
4. Proposed timeline of project including key dates for deliverables.
5. Detailed budget with key payment dates and deliverables associated with those payments.
6. Team qualifications, including bios of all team members that will be working on the project and the roles each team member will play. List any additional subcontractors and their roles.
7. List MBE/WBE/SBE status for each firm included on the projects team. Inclusion of minority-owned, female-owned, veteran-owned, and EDGE-certified business enterprise encouraged.
8. Descriptions of three similar completed projects that demonstrate experience and a reference for these three projects. Relevant experience in the city of Cleveland is preferred.

#### Evaluation Criteria:

- 20% - Methodology in community engagement activities, analysis, and recommendation development

- 20% - Demonstrated experience working with diverse communities and engagement Strategies
- 20% - Demonstrated ability and capacity of team to successfully complete the project within the anticipated timeline
- 15% - Specific experience and technical competence of the project manager and other team members related to the performance of this project
- 15% - Firm/Team diversity
- 10% - Total cost of the project

#### Budget:

- Use the Deliverables sections to outline your proposed budget.
- List flat fees and hourly rate(s) and an estimate of hours per deliverable.
- Indicate rate(s) for work that exceeds proposed expectations.
- Maximum project budget is \$100,000.

#### Anticipated Timeline:

- RFP issued - August 1, 2025
- RFP closes – September 5, 2025
- RFP Review – September 5 – September 12, 2025
- Interviews – Week of September 15, 2025
- Consultant Award – September 24, 2025
- Contract Signed – October 6, 2025
- Project Kick-Off – Week of October 27, 2025
- Project Complete – September 1, 2026

#### Submission Instructions:

Please direct questions and requests for clarifications to Melissa Miller Sedlock at [m.millersedlock@jeffersonpuritas.org](mailto:m.millersedlock@jeffersonpuritas.org) or (216)671-2710 x214.

For additional information about our agency, neighborhoods and current programs please consult our website: [www.jeffersonpuritas.org](http://www.jeffersonpuritas.org).

Please submit proposals to Melissa Miller Sedlock at [m.millersedlock@jeffersonpuritas.org](mailto:m.millersedlock@jeffersonpuritas.org) by 5:00PM on September 5, 2025.