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FAST
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1/26/26

Mr. Michael Norton Smith
City Manager
Madeira, Ohio

Via E Mail

Dear Mr. Norton Smith,

Urban Fast Forward is pleased to submit this proposal for strategic consulting services to assist the City of Madeira and The Madeira Chamber of Commerce to realize the community-based vision established in the 2023 Comprehensive Plan Update.

Building upon research and analysis conducted by Urban Fast Forward in 2025, this next phase of work moves beyond specific minor goals to the larger determination of if and how resident desires for the downtown core can be made economically realistic and achievable.

As one resident noted during our earlier work, "Madeira has so much potential and we need to make it better".

The 2023 Plan identifies economic development as a primary focus area and reflects a clear public demand for greater retail diversity with an 89% respondent desire for more dining and entertainment options. This is particularly relevant given that Madeira is increasingly anchored by young professionals and families who prefer to support local businesses and prize walkability but express dissatisfaction with the thinness of available offerings.

Task 1: Conduct Research and Stakeholder Engagement The consultants will facilitate deep dive conversations with property owners, local merchants, community leaders and the Chamber of

A Women Business Enterprise

**AUTHORIZING THE CITY MANAGER TO
ENTER INTO A CONTRACT WITH URBAN FAST FORWARD FOR ECONOMIC DEVELOPMENT
CONSULTING SERVICES IN ALIGNMENT WITH THE 2023 COMPREHENSIVE PLAN.**

WHEREAS, the City of Madeira's 2023 Comprehensive Plan called for a strategic focus on attracting dining and entertainment options to the downtown area; and

WHEREAS, the City of Madeira and the Madeira Chamber of Commerce wish to partner with Urban Fast Forward to develop an economic development strategy for the downtown; and

WHEREAS, Urban Fast Forward is familiar with Madeira and the 2023 Comprehensive Plan and provided a consulting agreement for the desired services; and

WHEREAS, the value of the contract is Thirty-Eight Thousand, Nine Hundred Fifty and 00/100 Dollars (\$38,950.00), including Fourteen Thousand and 00/100 Dollars (\$14,000) for artistic and architectural renderings.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Madeira, State of Ohio:

Section 1. That the City Manager is hereby authorized to enter into a contract with Urban Fast Forward for a sum not to exceed Thirty-Eight Thousand, Nine Hundred Fifty and 00/100 Dollars (\$38,950.00) as outlined in Exhibit A.

Section 2. That the Treasurer is hereby authorized and directed to pay Urban Fast Forward a sum not to exceed Thirty-Eight Thousand, Nine Hundred Fifty and 00/100 Dollars (\$38,950.00) upon presentation of proper vouchers thereof.

Section 3. That this resolution shall take effect and be in force from and after the earliest period allowed by law.

This Resolution is not subject to referendum per Article XII, Section 3 of the Madeira Home Rule Charter.

Commerce to surface known and hidden preferences. This task includes testing whether established community goals are realistic within the current market.

This phase is an exploratory exercise to determine why many people drive through Madeira's downtown every day without stopping to dine or shop and what specific offerings and amenities would encourage them to visit.

Task 2: Develop a Compelling Site Vision This task focuses on the creative process of translating the community vision into a tangible site narrative.

Urban Fast Forward will offer the city the supplemental option to engage an architect and design partner who can provide site sketches and concept designs. These tools can act as catalysts for public discussion, helping citizens visualize the benefits of a livelier downtown.

The vision will sketch a vibrant and successful district similar to those of neighboring competitors. By showing specific and idealized desired uses, the city can better communicate the possibilities that exist for the heart of the retail district.

Task 3: Implementation Strategy and Development Framework This task establishes the framework necessary to execute the revitalization strategies identified in the prior phase of work. Instead of conducting new feasibility studies, the consultants will focus on analyzing the most effective tools for property and district management to ensure current initiatives and future development meets the highest standards of the community.

This includes exploring a diverse toolbox of implementation mechanisms such as a Community Improvement Corporation, the use of restrictive covenants, and/or a structured Request for Proposal process designed to prioritize the best use of land over simply the highest bidder.

We will also identify strategies for enhancing relationships with downtown landlords to encourage property improvements and a more discriminating choice of tenants and propose a possible incentive structure.

Task 4: Strategic Alignment and Outreach Support The consultants will tie the visioning work to the 2023 Comprehensive Plan Update and other emerging priorities.

This initiative serves as a strategic lever to begin the process of downtown reconfiguration and modernization. By aligning these development tools with market realities, the city can create a coordinated strategy that is not a standalone action but rather a coordinated plan to resolve functional obsolescence and create 21st century dynamism.

Schedule

1. Phase one occurs from day one through day forty-five and involves deep dive research into community preferences and stakeholder interviews with property owners and local leaders.
2. Phase two spans day forty-six through day ninety and focuses on drafting the vision document and creating visual concepts with the supplemental services of an architect and design partner.
3. Phase three takes place from day ninety-one through day one hundred and twenty and includes presenting findings to the City Council and Planning Commission.

Quote of Services Cost The professional fee for the core consulting services provided by Urban Fast Forward and Kathleen Norris is \$24,950.00.

The professional fee for the optional supplemental services provided by an architect and design partner is \$14,000.00.

Payment plan and terms of professional service to be agreed between the parties.

Accepted and Agreed to:

Michael Norton Smith
For The City of Madeira

Kathleen Norris
For Urban Fast Forward