

REQUEST FOR PROPOSAL
CITY OF BROKEN ARROW
DOWNTOWN RESIDENTIAL OVERLAY DESIGN



PREPARED BY THE
CITY OF BROKEN ARROW
DEVELOPMENT SERVICES DEPARTMENT

220 South 1st Street
Broken Arrow, OK 74012

918-259-8412

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CITY OF BROKEN ARROW

REQUEST FOR PROPOSAL

DOWNTOWN RESIDENTIAL OVERLAY DESIGN

The City of Broken Arrow, Oklahoma is soliciting Requests for Proposals and Statements of Qualifications from qualified professional firms, herein referred to as “Consultant” to analyze existing residential development regulations and develop a set of Design Guidelines for new residential development and residential uses for the area herein referred to as, “Downtown Residential Overlay Design” area. The City is seeking to add quality single-family and multi-family housing, within this district, which the current housing market will support. This Plan, once adopted, must serve as the basis for new residential development in the defined downtown area and subsequently be included in the City’s Comprehensive Plan.

It is the desire of the City that the firm selected for this project will have the experience and skills necessary to complete all necessary tasks in-house, or as part of the consulting team. It will be necessary for a single firm and an individual member of that firm to be the lead and principal point of contact throughout the entire process.

Proposals will be received until 5:00 p.m., Central Daylight Savings Time (CDST) on Tuesday, March 22, 2016, in the City of Broken Arrow, 220 S. First Street, Broken Arrow, OK 74012.

Late proposals will not be accepted under any circumstances. Any proposal(s) received after the scheduled time for closing will be returned to the proposing firm unopened. Sole responsibility rests with the proposing firm to see that their proposal is received on time.

The City of Broken Arrow reserves the right to reject any and all proposals, in part or in whole, and to award the contract to the most responsive and responsible firm(s) as deemed in the best interest of the City, further, the right is reserved to waive any formalities or informalities contained in said proposals.

A copy of this RFP is available for review at www.brokenarrowok.gov and by contacting the City of Broken Arrow, Development Services Department.

CITY OF BROKEN ARROW, OKLAHOMA

**REQUEST FOR PROPOSAL
DOWNTOWN RESIDENTIAL OVERLAY DESIGN
ANALYSIS AND DEVELOPMENT**

1. INVITATION

The City of Broken Arrow, Oklahoma, is soliciting written proposals from qualified firms to review and analyze the existing downtown plan and the existing Rose District Residential Area and prepare new Design Guidelines for Residential Development for the defined area. To be eligible for consideration, the proposing firms must be capable of providing the services as set forth herein and must also be able to meet all other criteria outlined in this request for proposal.

2. PROJECT COORDINATION/INQUIRIES

Michael Skates, Director of the Development Services Department, will be the overall project coordinator for this study. All inquiries relating to this request shall be addressed to:

City of Broken Arrow
Michael Skates
Development Services Department Director
220 S. First Street
Broken Arrow, OK 74013
918-259-8412

3. SUBMITTAL DATE AND LOCATION

All proposals must be received by the City of Broken Arrow, Oklahoma at the above referenced address prior to 5:00 p.m., on Tuesday, March 22, 2016. Late proposals will not be accepted under any circumstances, and any proposal so received shall be returned to the proposing firm unopened. Proposals must be submitted in a sealed envelope plainly marked "REQUEST FOR PROPOSAL – CITY OF BROKEN ARROW ROSE DISTRICT and DOWNTOWN RESIDENTIAL OVERLAY DESIGN".

4. STUDY AREA

The proposed study area comprises of one square mile, South of Kenosha Street, North of Houston Street, West of 9th Street and East of Elm Place.

5. CHARACTER OF THE STUDY AREA

Like many cities the size of Broken Arrow, downtown Broken Arrow has reinvented itself several times with the adoption of the 2005 Downtown Master Plan, the establishment of the Rose District and the ongoing beautification and infrastructure projects. Establishing an Arts and Entertainment District and the Rose District, has resulted in attracting new mixed use developments including restaurants, stores, and offices along Main Street and within the Rose District. The current downtown maintains a core of museums, farmers market, churches, city offices, long established banks, restaurants, clothing retail, furniture specialty stores, manufacturing, aviation simulation and many other businesses. Over 100 businesses, churches and services are located in the corridor around Main Street and the study area.

The study area includes more than twelve different residential platted sub-divisions that were recorded in the early part of the Twentieth Century. These residential areas were mostly sub-divided with alley-ways, some of which are being used, however, only a few alleys have been paved. The majority of the residential housing stock is aged and in various conditions. Most of the property within the study area has been divided into 300 square feet blocks.

The City of Broken Arrow, with a population of about 110,000, is the fourth largest City in the State of Oklahoma and has approximately 102 square miles within its fence line. More than one-half of this fence line, as well as this study area, is in Tulsa County, while the other half is in Wagoner County. The majority of the city's urbanized area and current population is in Tulsa County.

6. CONDITIONS OF PROPOSAL SUBMITTAL

- A. Proposing firm(s) shall comply with all conditions, requirements and specifications contained herein, with any departure constituting sufficient cause for rejection of the proposal.
- B. Only one proposal will be accepted from any person, firm or corporation. A list of any sub consultants shall be included in the proposal with an outline of their responsibilities.
- C. The proposal must be signed by a duly authorized official for the proposing firm submitting the proposal.
- D. All prices quoted must be firm for a period of one hundred twenty (120) days following opening of the proposal.
- E. The City of Broken Arrow reserves the right to reject any and all proposals or any part thereof.
- F. All costs, including travel and expenses, incurred in the preparation of this proposal shall be borne solely by the proposing firm. The selected firm must furnish evidence of financial capability to complete the plan within the specified period of time.

- G. The successful consultant shall agree not to assign or sublet the whole, or any part of, the contract without prior written consent of the City of Broken Arrow. The firm contracted with shall bear the responsibility for the quality and completion of any work sublet to other parties.
- H. Consultant shall identify a single point of contact for all contractual matters between the City of Broken Arrow and the consultant. If there is a change in the point of contact, consultant shall immediately notify the City of Broken Arrow in writing.
- I. Should any change in the scope of work be required, a contract amendment shall be prepared by the City of Broken Arrow with approval of the Consultant.
- J. All submittals shall be delivered to the City of Broken Arrow in one electronic format and 10 paper copies.
- K. The contracting firm shall agree to abide by all Federal, State, and City of Broken Arrow laws and rules regarding discrimination based on sex, race, age, creed, national origin or disability.

7. EVALUATION AND CONSULTANT SELECTION

The City Manager will appoint a Steering Committee, known herein as the “Coordinating Committee”, to formulate Design Guidelines for all downtown residential development and revitalization, within the Study Area. This Coordinating Committee will report and make recommendations for approval of the Consultant to the Broken Arrow City Council. The Committee shall provide regular updates and all documentation to the City Council and the Planning Commission, throughout the process to assure that Councilors, Commissioners, stakeholders and the public are aware of the progress made by the Committee and Consultant. The Coordinating Committee will evaluate, communicate and provide direction to the selected firm. The proposals will be evaluated on the basis of the criteria noted herein. The Coordinating Committee will forward their recommendations for City Council selection on the basis of the proposals received, or may choose to “short list” prospective firms for further negotiations.

The Coordinating Committee will evaluate and recommend the most qualified firm for consideration to the City Council. Final selection will be based on the written and oral presentations and work experience of the firms chosen for negotiations. The Coordinating Committee and City reserves the right to reject any or all proposals, if in the opinion of the Coordinating Committee and City, those submitted proposals do not adequately fulfill the performance requirements of this request for proposal.

The City of Broken Arrow seeks to select the best professional services for this project for the most reasonable cost. The best proposal, however, will be that which yields the greatest benefit and utility to the City of Broken Arrow, to satisfy the stated project goals. This may not necessarily be the proposal with the lowest cost. These benefits will be determined in the screening and proposal review and interview processes by the Coordinating Committee and the City Council.

8. PROPOSAL FORMAT AND ELEMENTS

- A. Proposals submitted shall contain all the information requested herein and any additional information necessary to summarize the overall benefit of the proposal to the City of Broken Arrow.
- B. All proposals shall contain, at a minimum, the following:
 - 1) A cover letter stating the name, address, and telephone number of the proposing firm. The proposal must be signed by the person having the authority to make the proposal for the firm.
 - 2) A list of the people who will be involved in this project, and a summary of each person's experience in the firm(s). A percentage of time each person is expected to be involved in the project will be identified. Personnel expected to attend any meetings shall also be identified.
 - 3) A response that defines the methods and means by which the proposing firm will perform the services outlined in the scope of services. An executive summary of no more than four (4) pages summarizing the proposal shall be included with the submittal.
 - 4) A project time line outlining the dates and specific tasks necessary to complete the project. The City encourages a compact time frame (approximately six months for the completion of this project).
 - 5) A description detailing what portion(s) of the work, if any, will be subcontracted. If any work is to be subcontracted, the proposing firm shall provide a list of the subcontractors, setting forth their responsibilities and experience related to the tasks to be performed.
 - 6) A least four (4) references from individuals or entities contracting with for proposing firm for similar services within the past five (5) years. References should specify the type of work performed and names of contact persons, addresses, and telephone numbers.
 - 7) A fee structure based on the services to be provided. Such schedule shall be inclusive of all expenses such as mileage, travel, mailing, printing, etc. In addition, any procedure and fee structure for scope changes, including additional public meetings shall be included.
 - 8) Any other information deemed necessary by the City of Broken Arrow.
 - 9) Please provide ten paper copies and one digital version of the proposal.

9. SCHEDULE OF CONSULTANT PERFORMANCE

Once the Consultant has been selected and a contract approved by the City of Broken Arrow, it is anticipated that the entire process should be completed within six months. The Consultant should provide a calendar detailing projected time frames for each of the work elements and contract times.

10. SCOPE OF SERVICES

The City of Broken Arrow and the Coordinating Committee is soliciting proposals to analyze the existing Downtown Master Plan and current Residential Development and subsequently, develop and provide a Plan for design guidelines to be added to the Zoning Ordinance. These design guidelines for the Downtown Area will be applicable for all new residential development within the study area.

The Rose District/Downtown Residential Overlay Design Guidelines, once adopted by the City Council, must serve as the basis for all future residential development, as well as to provide guidance to budgetary decisions and shall be integrated into the City's Zoning Ordinance and Comprehensive Plan. The Downtown Residential Overlay Design Guidelines should be a twenty (20) year-long term implementable plan that can be updated every eight to ten years.

A. Downtown Residential Overlay Design Components

The Proposed Study and Design Guidelines should analyze and include, among other things, the following components:

- 1) Land use potential
 1. Definitions
 - a. "Downtown" within the identified Study Area
 - b. "Rose District" within the identified Study Area
 - c. "Residential Districts" within the identified Study Area
 2. Residential Use
 - a. Single family
 - b. Multifamily
 - c. Mixed Use
 - d. Business / Residential Multi-use (e.g., downtown lofts)
 3. Residential Density
 - a. Minimum lot areas
 - b. Height Restrictions
 - c. Setbacks
 - d. Open areas
 4. Zoning and Land Use Design Standards
 - a. Existing Ordinances and current guidelines
 - b. Historical designations.
 - c. Geographical designation of Multifamily and Mixed Use areas
- 2) Aesthetic Issues
 1. Architectural themes, Review Current Guidelines
 2. Beautification
 3. Streetscaping
 4. Landscaping
 5. Parks / Recreational
 6. Focal Points / Public Art

- 3) Marketing Niche Study / Issues Identification (Optional)
 1. Gateways to Downtown
 2. Signage

B. Phase One: Evaluation of Conditions

- 1) Kickoff Meeting

The Coordinating Committee will work with Broken Arrow City Staff, City Councilors and the Consultant. The Consultant shall research and present to the Coordinating Committee their initial findings and an assessment of challenges and issues facing the City. Consultant will provide Best Practice Scenarios, as well as other successful downtown residential revitalization projects that are similar in characteristics to downtown Broken Arrow. The Consultant will meet with this Coordinating Committee and other stakeholders to discuss their views and perspectives of the City's overall current growth and development policies and any specific problems or issues they perceive to exist with the existing conditions of the downtown area. It is anticipated that the Consultant will have at least 10 site visits and meetings with the Coordinating Committee and Staff. There will be additional meetings/presentations, with the City Council, the Planning Commission and other groups.
- 2) Document Review

The Consultant will thoroughly review the following City of Broken Arrow and Broken Arrow Chamber of Commerce/Economic Development Corporation documents as available:

 - Broken Arrow Comprehensive Plan
 - Broken Arrow Downtown Master Plan
 - Rose District 2.0 Report
 - Demographic and Census Characteristics of the Study Area
 - City of Broken Arrow Land Subdivision Code
 - City of Broken Arrow Zoning Ordinance
 - Traffic Studies / Patterns and Traffic Counts
 - Streets and Stormwater Plans and Studies
 - Flood Maps and Broken Arrow Flood Plain Management Ordinance
 - Utility Maps / Schematics
 - Owner / Renter Data
 - September 2009, Engineering Study, for Old Town Streets

Copies of these documents will be provided by the City of Broken Arrow.

- 3) Community Interviews

Consultants will conduct group interviews with institutions located downtown, homeowner groups, Chamber of Commerce staff, public entities, area builders, the Home Builders Association, neighborhood representatives, business owners, City Councilors, and other stakeholders to determine their

opinions regarding development policies, procedures, design guidelines and what residential products will sell in this market. Interview sessions may be conducted in small groups. The City of Broken Arrow will provide names and contact information of potential interviewees, but the consultant will schedule the meetings. The City encourages the Consultant to conduct more independent interviews with different groups and individuals within the community. The coordinating Committee may submit a list of potential interviewees. The Consultant will submit their interview plan to the Coordinating Committee as part of their proposal and provide a more detailed interview schedule as well as sample information gathering instruments prior to beginning the interview process.

4) Field Survey

The Consultant will be expected to conduct a field survey of existing land uses, vehicular and pedestrian traffic circulation, parking, development patterns, to better understand the cumulative effects of past and current efforts for downtown economic and residential development. Field Surveys should be conducted, independently and with Staff, as identified by the Coordinating Committee.

5) Analysis, Critique and Recommendations

Consultant shall prepare an executive summary report that articulates the following topics:

- Analysis of the positive and negative elements of all residential development in the existing Study Area
- Identification through examples of existing conditions and impact on promoting and/or constraining development and revitalization in the study area
- Identification of opportunities and constraints
- Alternative options available and the advantages/disadvantages of each
- Recommended course of action to be taken
- Existing residential land uses
- Conflicting land uses
- Suggestions for providing successful parking supply in residential areas
- Existing residential characteristics and challenges

6) Submittal of Report

Consultant shall submit an electronic copy of the “Analysis, Critique, and Recommendations” report. Included in the appendix of this report shall be minutes of all meetings attended by the Consultant. Within the Phase I presentation, Consultant will provide paper copies to the Coordinating Committee members.

7) Presentation of Findings and Recommendation to Coordinating Committee

Consultant shall present their findings to the Coordinating Committee along with a recommended course of action to be followed in the analysis,

development and implementation of the Design Guidelines/ Residential Plan. The Coordinating Committee shall provide direction to the Consultant on the recommended course of action to be followed.

C. Phase Two: Organizational Outline

Based upon the Coordinating Committee’s direction, Consultant will prepare an organizational outline presenting recommended methods for analyzing, developing and implementing the Downtown Residential Overlay Design Guidelines for the City of Broken Arrow. Features to be considered will include maps, illustrations, charts, and written text. This and preceding tasks will establish clear expectation for what is to be accomplished in the proposed Plan before actual drafting begins.

1) Submittal of Report

Consultant shall submit to the Committee an electronic copy of the “Design Guidelines Outline” report. Included in the appendix of this report shall be minutes of any additional meetings attended by the Consultant.

2) Presentation of Findings and Recommendations to Coordinating Committee

Consultant shall present the recommended “Design Guideline Outline” to the Committee and City Councilors along with a recommended implementation plan to be followed. The Coordinating Committee shall advise consultant of any changes or modifications that need to be made.

D. Phase Three: Drafting of New Downtown/Rose District Residential Overlay Design Guidelines

During this phase, Consultant will prepare the initial draft of the proposal. The plan will be prepared in the following four segments:

- General provisions, definitions, study boundaries, identification, and uses within the study area.
- Development regulations by district (illustrative drawings and visual examples shall be included with this section).
- Supplemental regulations.
- Administration and legal ramifications of proposed Guidelines/ Plan.

E. Phase Four: Public Review of Downtown Residential Overlay Design

After meeting with the Coordinating Committee and Staff, the Consultant shall incorporate all recommended changes and submit a Final Draft of the Design Guidelines and Residential Development Standards/ Plan complete with illustrations and charts to the City of Broken Arrow, at least 15 days prior to any scheduled public hearings. The Coordinating Committee working with the Consultant shall establish a date for formal Public Hearings. A total of at least four or five informal public meetings are expected including but not limited to:

- Coordinating Committee

- Town Hall Meeting/s
- Public Hearing/s
- Planning Commission
- City Council

Following the hearings, the Coordinating Committee will work with the Consultant to incorporate changes. The proposed changes will be documented in written form with any necessary accompanying maps, schematics and charts.

F. Phase Five: City Council Hearing Of Draft Downtown Residential Overlay Design Plan

After the public hearing process, Consultant shall, based upon comments and recommendations received, prepare and deliver a revised complete draft of the entire proposal/ Plan for a Public Hearing with the Planning Commission and the City Council. Consultant shall deliver to the City of Broken Arrow at least 15 days prior to the final City Council meeting/hearing, an electronic copy of the complete Plan Proposal, as well as 25 paper copies and 25 copies of an Executive Summary and PowerPoint presentation.

G. Phase Six: Final Deliverables

Consultant shall, based upon comments and recommendations received from the City Council, submit an electronic copy of the adopted Downtown Residential Overlay Design Guidelines/ Plan as well as 50 paper copies of the plan.