

**CITY OF AUSTIN, TEXAS**  
Purchasing Office  
**REQUEST FOR QUALIFICATION STATEMENT (RFQS)**  
**Offer Sheet**

**SOLICITATION NO:** JSD0502

**COMMODITY/SERVICE DESCRIPTION:** East 11<sup>th</sup> & 12<sup>th</sup> Street  
Development Strategy

**DATE ISSUED:** 2/28/2011

**REQUISITION NO.:** RQS720011021000566

**PRE-RESPONSE CONFERENCE TIME AND DATE:** 3/14/11 at 11:00 AM

**COMMODITY CODE:** 91837ER

**LOCATION:** MUNICIPAL BUILDING, 124 W 8<sup>th</sup> STREET  
RM 310, AUSTIN, TEXAS 78701

**FOR CONTRACTUAL AND TECHNICAL  
ISSUES CONTACT:**

**RESPONSE DUE PRIOR TO:** 3/30/11 at 2:00 PM

Jeff Dilbert

**COMPLIANCE PLAN DUE PRIOR TO:** N/A

**RESPONSE CLOSING TIME AND DATE:** 3/30/11 at 2:00 PM

Buyer II

**Phone:** (512) 974-2651

**LOCATION:** MUNICIPAL BUILDING, 124 W 8<sup>th</sup> STREET  
RM 310, AUSTIN, TEXAS 78701

*It is the policy of the City of Austin to involve certified Minority Owned Business Enterprises (MBEs) and Woman Owned Business Enterprises (WBEs) in City contracting. MBE and WBE goals for this Solicitation are contained in Section 0900.*

*All Contractors and Subcontractors must be registered to do business with the City prior to submitting a response to a City Solicitation. In the case of Joint Ventures, each individual business in the joint venture must be registered with the City prior to submitting a response to a City solicitation. If the Joint Venture is awarded a contract, the Joint Venture must register to do business with the City. Prime Contractors are responsible for ensuring that their Subcontractors are registered. Registration can be done through the City's on-line vendor registration system. Log onto <https://www.cityofaustin.org/purchase> and follow the directions.*

**SUBMIT ONE (1) ORIGINAL AND SIX (6) SIGNED COPIES OF RESPONSE**

**SOLICITATION TO:**

Insert Vendor Name & Address

Signature of Person Authorized to Sign Offer

Signer's Name and Title: (please print or type)

**FEDERAL TAX ID NO.** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip Code** \_\_\_\_\_

**Phone No.** (      )

**Fax No.** (      )

**BELOW INFO MUST MATCH THE NAME AND ADDRESS ON INVOICE AND IN COMPANY PROFILE WITH CITY**

**Company "Remit To" Name:** \_\_\_\_\_

**Remit to Address:** \_\_\_\_\_

**City, State, Zip Code** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Table of Contents**

| SECTION NO.      | TITLE                                                                                                                 | PAGES |
|------------------|-----------------------------------------------------------------------------------------------------------------------|-------|
| 0100, 0200, 0300 | See <a href="http://www.ci.austin.tx.us/purchase/standard.htm">http://www.ci.austin.tx.us/purchase/standard.htm</a> * | *     |
| 0400             | SUPPLEMENTAL PURCHASE PROVISIONS                                                                                      | 5     |
| 0500             | SCOPE OF WORK                                                                                                         | 6     |
| 0600             | PROPOSAL PREP INSTRUCTIONS / EVALUATION FACTORS                                                                       | 4     |
| 0700             | REFERENCE SHEET                                                                                                       | 1     |
| 0800             | NON-DISCRIMINATION CERTIFICATION                                                                                      | 1     |
| 0805             | NON-SUSPENSION OR DEBARMENT CERTIFICATION                                                                             | 1     |
| 0810             | NON-COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING AFFIDAVIT                                                  | 2     |
| 0815             | LIVING WAGES AND BENEFITS CONTRACTOR CERTIFICATION                                                                    | 1     |
| 0820             | LIVING WAGES AND BENEFITS EMPLOYEE CERTIFICATION                                                                      | 1     |
| 0825             | WORK PLACE CONDITIONS AFFIDAVIT                                                                                       | N/A   |
| 0830             | BUY AMERICAN ACT CERTIFICATE                                                                                          | N/A   |
| 0835             | NONRESIDENT BIDDER PROVISIONS                                                                                         | 1     |
| 0900             | MBE/WBE PROCUREMENT PROGRAM PACKAGE or NO GOALS UTILIZATION PLAN                                                      | 2     |
| 1000             | "NO OFFER" RESPONSE FORM                                                                                              | 1     |

All other Sections may be viewed at: <https://www.cityofaustin.org/purchase> by clicking the link to "Vendor Self Service (VSS)", sign in if registered, register, or use public access to follow the links to "Business Opportunities" and "Search for Solicitation."

**RETURN FOLLOWING DOCUMENTS WITH BID/PROPOSAL/QUOTE/RESPONSE/SUBMITTAL\*\***

- Cover Page                      Offer Sheet
- Section 0600                    Proposal
- Section 0700                    Reference Sheet (if required)
- Sections 0800 - 0835          Certifications and Affidavits (return all applicable Sections)
- Section 0900                    MBE/WBE Procurement Program Package or No Goals Utilization Plan, if applicable
- Bid Guaranty                    (if required)

**\*\* See also Section 0200, Solicitation Instructions, Section 0400, Supplemental Purchase Provisions, and Section 0500, Scope of Work/Specification, for additional documents that must be submitted with the Offer.**

**NOTES:**

The Vendor agrees, if this Offer is accepted within 90 calendar days after the Due Date, to fully comply in strict accordance with the Solicitation, specifications and provisions attached thereto for the amounts shown on the accompanying Offer.

**\* INCORPORATION OF DOCUMENTS.** Section 0100, Standard Purchase Definitions; Section 0200, Standard Solicitation Instructions; and Section 0300, Standard Purchase Terms and Conditions are hereby incorporated into this Solicitation by reference, with the same force and effect as if they were incorporated in full text. The full text versions of these Sections are available, on the Internet at the following online address: <http://www.ci.austin.tx.us/purchase/standard.htm>.

If you do not have access to the Internet, you may obtain a copy of these Sections from the City of Austin Purchasing Office at the below address. Please have the Solicitation number available so that the staff can select the proper documents. These documents can be mailed, expressed mailed, or faxed to you.

When sending a sealed Offer and/or Compliance Plan, use the proper address for the type of service desired, as shown below.

| P.O. Address for US Mail | Street Address for Hand Delivery or Courier Service |
|--------------------------|-----------------------------------------------------|
| City of Austin           | City of Austin, Purchasing Office                   |
| Purchasing Office        | Municipal Building                                  |
| P.O. Box 1088            | 124 W 8 <sup>th</sup> Street, Rm 310                |
| Austin, Texas 78767-8845 | Austin, Texas 78701                                 |
|                          | Reception Phone: (512) 974-2500                     |

**Notes:** Offers (including Compliance Plans) that are not submitted in a sealed envelope or container will not be considered. Unless authorized in the Solicitation, telegraphic or facsimile Offers will not be accepted.

**REQUEST FOR QUALIFICATIONS NO.JSD0502**  
**CITY OF AUSTIN PURCHASING OFFICE**  
**EAST 11<sup>th</sup> and 12<sup>th</sup> STREET DEVELOPMENT STRATEGY**  
**SECTION 0500: SCOPE OF WORK**

The City of Austin's Neighborhood Housing and Community Development Office (the "City") is seeking the services of a Consultant Team ("Consultant") to prepare a Development Strategy for the East 11<sup>th</sup> and 12<sup>th</sup> Streets Urban Renewal Plan. The City is seeking the services of a Consultant who will provide a candid assessment of the existing situation and a realistic, market-driven solution to achieve the desired result. The selected Consultant will work with the City of Austin to prepare a plan that responds to the considerable opportunities and challenges facing development within these two corridors.

**Project Purpose**

The East 11<sup>th</sup> and 12<sup>th</sup> Streets Development Strategy will provide a framework for the development of a mixture of commercial, retail and residential component in central east Austin. The assessment of both the current market demand and projections of future demand are critical to developing short-term and long-term strategies.

**Study Area**

The study area is the East 11<sup>th</sup> and 12<sup>th</sup> Street Urban Renewal Plan area. (See Attachment 1 – Map of East 11<sup>th</sup> and 12<sup>th</sup> Street Urban Renewal Plan Area) The official boundaries are as follows:

East 11<sup>th</sup> Street corridor, beginning at the center point of the intersection of East 11<sup>th</sup> Street and Branch Street going north to the intersection of Juniper Street and Branch Street, then proceeding in a southeasterly direction along Juniper to include one-half block of the north frontage of East 11<sup>th</sup> and the south frontage of Juniper Street, from Branch Street on the west to Navasota on the east.

East 12<sup>th</sup> Street corridor, beginning at the center point of the intersection of the East 12<sup>th</sup> Street and the IH 35-N Service Road, going north to the alley located between 12<sup>th</sup> Street and 13<sup>th</sup> Street then proceeding east to include properties within one-half block of the north frontage of East 12<sup>th</sup> between the IH-35 N. Service road on the west to Poquito Street on the east; and continuing south along Poquito Street to include properties within one half block of the south frontage of East 12<sup>th</sup> between Branch Street on the West and Poquito Street on the east.

Immediately adjacent to the study area are the Anderson Hill and Juniper-Olive Affordable Housing projects. The Juniper-Olive project is situated in the heart of a historic neighborhood that housed one of Austin's first African-American communities, as well as numerous immigrants from all over the world. Because of its cultural history, importance to the African-American Community, and unique architectural features, two blocks between Juniper and Olive Streets have been identified as eligible to be registered as a historic district by the Texas Historical Commission.

To the north of the study area is the Mueller Development.

To the south of the study area is the Huston – Tillotson College and two commercial corridors César Chavez Street and E. 6<sup>th</sup> and 7<sup>th</sup> Streets.

To the west of the study area is the Downtown Business District, the University of Texas and the State Capitol.

To the east of the study area further into the neighborhoods provides easy access to Capital MetroRail and Austin-Bergstrom International Airport.

**REQUEST FOR QUALIFICATIONS NO.JSD0502**  
**CITY OF AUSTIN PURCHASING OFFICE**  
**EAST 11<sup>th</sup> and 12<sup>th</sup> STREET DEVELOPMENT STRATEGY**  
**SECTION 0500: SCOPE OF WORK**

**Proposed Project Schedule**

|                           |                                                                                   |
|---------------------------|-----------------------------------------------------------------------------------|
| February 28, 2011 –       | Issue Request for Qualifications                                                  |
| March 30, 2011-           | Proposals Due                                                                     |
| Week of April 4th, 2011 - | Conduct Interviews                                                                |
| April 15, 2011 -          | Make Award                                                                        |
| April 19, 2011 -          | Contract finalized (no Council action required)                                   |
| June 26, 2011 -           | Contract finalized (Council action required)                                      |
| July 2011 -               | Draft Report due (August if Council action required)                              |
| August 2011 -             | Review and Comment Draft Plan Completed<br>(September if Council action required) |
| September -               | Final Report due                                                                  |

**Project Background**

Historically, the East 11<sup>th</sup> and 12<sup>th</sup> Street area has been the heart of the African American community. The concentration of social, religious and commercial activities has long attracted a wide cross-section of people. From the late 1800's until the 1960's, the area was a vibrant and eclectic mix of residential and commercial activity. In the late 1970's, however, the area began to suffer significant neglect and decline, and by the early 1980's, was experiencing a diminishing economic base and severe losses in employment. As the area's economy declined, the quality of the residential environments surrounding the commercial core was dramatically impacted.

The purpose of the East 11th and 12th Streets Revitalization Project was to address these issues and to encourage private investment and stimulate economic growth in the targeted commercial corridors. The project was designed to provide a holistic and coordinated approach towards redeveloping the target area. In support of this project, on November 19, 1997, the City Council designated the East 11th and 12th Street Commercial Corridors a slum and blighted area appropriate for a redevelopment plan. This designation was the first step in creating an Urban Renewal Area under the Texas Local Government Code, Chapter 374, Urban Renewal in Municipalities. Once this designation was adopted, the City Council adopted the East 11<sup>th</sup> and 12<sup>th</sup> Street Urban Renewal Plan (URP), as amended, on December 19, 1997 where the redevelopment project controls included in the URP are enforceable by state law under the Texas Local Government Code, Chapter 374.

The East 11th and 12th Streets redevelopment plan contains projects and programs that seek to restore a thriving mixed-use development along the East 11th and 12th Street Corridors. While the City continues to work towards the long-term goals of the plan, the redevelopment that began in 2000 has already produced changes along both corridors. The City has achieved progress towards the vision of East 11th Street as a visitor-oriented destination consisting of three to five story buildings that provide entertainment, music and

**REQUEST FOR QUALIFICATIONS NO.JSD0502**  
**CITY OF AUSTIN PURCHASING OFFICE**  
**EAST 11<sup>th</sup> and 12<sup>th</sup> STREET DEVELOPMENT STRATEGY**  
**SECTION 0500: SCOPE OF WORK**

office space that attract visitors from the Austin metropolitan area as well as local residents. Development has included removal of slum and blight, the construction of the Street-Jones Building, new private investments including restaurants and office space, and dozens of new residential units. The vision of East 12th Street as a mixed-use area with a variety of small-scale, live-work environments with combined office, retail and residential uses serve the immediate area, is a priority for the City in the coming years. This revitalization combines federal, local and private resources to improve the economic well-being and quality of life in the neighborhood. Public and private partnerships with businesses, financial, and nonprofit communities are key to spurring quality investment, commercial development, and job creation throughout the East 11th and 12th Streets Corridors.

To some Austin citizens, the East 11<sup>th</sup> and 12<sup>th</sup> Street area still brings to mind images of poverty, crime and neighborhood decay. General characteristics of the area include the following: a) Retail businesses and neighborhood pedestrian activity are minimal. The current availability of decent, safe and affordable housing has increased over the past 10 years but is still limited and does not support the development of expanded retail business growth; b) The area generally lacks many of the goods and services that attract shoppers and encourage positive daily business-related activities; c) The presence of blight conditions, (unsanitary or hazardous conditions which adversely affects the public health, safety, morals or welfare of a designated area) is a significant deterrent to economic growth and improved vitality in the area.

The current economic recession highlights the need for the City to support vital neighborhood commercial corridors. The City's efforts will continue to focus on the East 11th/12th Street Corridor in East Austin.

### **Plans or Studies Affecting the Study Area**

#### The Central East Austin Master Plan (CEAMP)

The Central East Austin Master Plan outlines the community's desire to create a vibrant Central East Austin neighborhood in the area bounded by Martin Luther King Jr. Blvd. on the north; I-35 on the west; Singleton and Northwestern streets on the east; and E. 7th Street to the south. The plan was developed over a series of meetings held in the Fall of 1997 and the Spring and Summer of 1998 with neighborhood groups, local residents and business owners. [http://www.ci.austin.tx.us/ahfc/downloads/ce\\_austin\\_mplan.pdf](http://www.ci.austin.tx.us/ahfc/downloads/ce_austin_mplan.pdf)

#### East 11<sup>th</sup> and 12<sup>th</sup> Streets Urban Renewal Plan Project Controls (URP)

Using the Master Plan as a guide, a detailed plan was developed for revitalizing the East 11<sup>th</sup> and 12<sup>th</sup> Street commercial corridors which serve as the heart of Central East Austin. The result was the E. 11th and 12th Street Community Redevelopment Plan (CRP), known today as the East 11<sup>th</sup> and 12<sup>th</sup> Streets Urban Renewal Plan, which contains projects and programs that seek to restore a thriving mix of uses and activities along E. 11th and 12th Street. CRP can be viewed at: [http://www.ci.austin.tx.us/ahfc/comm\\_revital.htm](http://www.ci.austin.tx.us/ahfc/comm_revital.htm)

#### East 11<sup>th</sup> Street - Neighborhood Conservation Combining District (NCCD)

The study area is within a Neighborhood Conservation Combining District (NCCD). The NCCD modifies allowable uses and development standards of the base zoning districts. The

**REQUEST FOR QUALIFICATIONS NO.JSD0502**  
**CITY OF AUSTIN PURCHASING OFFICE**  
**EAST 11<sup>th</sup> and 12<sup>th</sup> STREET DEVELOPMENT STRATEGY**  
**SECTION 0500: SCOPE OF WORK**

original NCCD dated June 20, 1991, as amended can be viewed at:  
<http://www.ci.austin.tx.us/zoning/zoning.htm>

East 12<sup>th</sup> Street - Neighborhood Conservation Combining District (NCCD)

The study area is within a Neighborhood Conservation Combining District (NCCD). The NCCD modifies allowable uses and development standards of the base zoning districts. The original NCCD dated March 10, 2008, as amended can be viewed at:  
<http://www.ci.austin.tx.us/zoning/zoning.htm>

Capitol View Corridor

Properties within the study area are affected by a Capitol View Corridor which impacts the allowable height of development on the property.

Neighborhood Plans adjacent to the East 11<sup>th</sup> and 12<sup>th</sup> Street Revitalization project:

|                                                                                                                                           |              |      |   |
|-------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---|
| Rosewood                                                                                                                                  | Neighborhood | Plan | - |
| <a href="http://www.ci.austin.tx.us/planning/neighborhood/rosewood.htm">http://www.ci.austin.tx.us/planning/neighborhood/rosewood.htm</a> |              |      |   |

|                                                                                                                                           |              |      |   |
|-------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---|
| Chestnut                                                                                                                                  | Neighborhood | Plan | - |
| <a href="http://www.ci.austin.tx.us/planning/neighborhood/chestnut.htm">http://www.ci.austin.tx.us/planning/neighborhood/chestnut.htm</a> |              |      |   |

Central East Austin Neighborhood Plan –  
[http://www.ci.austin.tx.us/planning/neighborhood/ce\\_austin.htm](http://www.ci.austin.tx.us/planning/neighborhood/ce_austin.htm)

**Project Goals**

The East 11<sup>th</sup> and 12<sup>th</sup> Street Development Strategy will provide a framework for the redevelopment in central east Austin, strengthening the existing housing, commercial and retail base.

Recommendations should build on existing retail development patterns, take advantage of growing trends, and take into account the recommendations contained in recent projects, including but not limited to the Great Streets Master Plan and the Downtown Austin Design Guidelines.

**Scope of Work**

The Consultant will be working with a project Steering Committee. The Steering Committee will help oversee the work of the Consultant providing input and advice to the process. The Committee will require progress meetings and meetings with the area stakeholders and will provide the necessary support to help coordinate the implementation of the plan. In addition, at this time we envision six one-half day sessions (afternoon or evening meetings) with the Steering Committee and/or the area stakeholders. The Consultant will conduct extensive interviews with area stakeholders to test concepts and ensure that preconceived notions about an area do not drive the planning process. Consultant will need to recommend short and long-term development goals and strategy options to support quality development that meets the needs of businesses, organizations and individuals operating/working or wanting to live in the East 11<sup>th</sup> and 12<sup>th</sup> Streets Development Strategy area.

**Task 1: Retail/Commercial Business Inventory**

**REQUEST FOR QUALIFICATIONS NO.JSD0502**  
**CITY OF AUSTIN PURCHASING OFFICE**  
**EAST 11<sup>th</sup> and 12<sup>th</sup> STREET DEVELOPMENT STRATEGY**  
**SECTION 0500: SCOPE OF WORK**

- The Consultant will create an inventory of existing retail/commercial uses in the study area and adjacent areas, as well as an inventory of other retail/commercial-appropriate space (vacant space, lots) in the study area. Once completed, the Consultant will utilize the inventory as a basis for recommendations for potential new retail, restaurant, and service businesses and recommend implementation strategies.

**Task 2: Retail/Commercial Business Analysis**

- The Consultant will provide an area analysis and a retail/commercial demand analysis to identify the amount and types of retail/commercial business that can be supported with current and expected near-term demand from the target markets—including the area daytime population, evening populations, nearby residential areas, and the City- and region-wide population. Consultant will provide an assessment of competing markets, and identify current study area niche markets and potential new niche markets, including:
  - Daytime Employment Market and Sub-markets
  - Residential Population – Downtown and Nearby Neighborhoods
  - Hotel / Tourism Market
  - Entertainment, Civic and Cultural Facilities, and Recreational Markets

**Task 3: Housing (Rental/Ownership) Inventory**

- The Consultant will create an inventory of existing housing uses in the study area, as well as an inventory of other housing space (vacant space, lots) in the study area. Once completed, the Consultant will utilize the inventory as a basis for development implementation strategies.

**Task 4: Infrastructure Inventory**

- The Consultant will research current public infrastructure, public infrastructure maps, and current schedule for public improvement projects, short-term needs, and long-term needs for the study area. Infrastructure defined will include water and wastewater, electric utilities, telecommunications, parking (supply and management), sidewalks (implementation of Great Streets), storm drainage, and streets. Upon conclusion of the findings, the Consultant will create an implementation strategy and identify development issues for immediate, short-term, and long-term process for infrastructure improvements/needs.

**Task 5: Market Strategy**

- The Consultant will compare a minimum of three and a maximum of five similar inner-city revitalization projects (in size, demographics, mixed use, employment, and population base) to Austin providing proven tactics and retail successes that could provide insightful information on market strategy, tools, incentives, etc.
- The Consultant will prepare a development and implementation strategy, recommending:
  - strategies for revitalization, including gaps in store mix and merchandising, need for parking and safety issues;

**REQUEST FOR QUALIFICATIONS NO.JSD0502**  
**CITY OF AUSTIN PURCHASING OFFICE**  
**EAST 11<sup>th</sup> and 12<sup>th</sup> STREET DEVELOPMENT STRATEGY**  
**SECTION 0500: SCOPE OF WORK**

- strategies for revitalization, including gaps in affordable and market-rate housing;
- provide an assessment of competing shopping areas;
- recommendations of the mix and types of national versus local tenants;
- locations where retail uses, particularly pedestrian-oriented retail districts, have the highest likelihood of success and should be encouraged;
- retail management and marketing strategies to be employed;
- recommendations for coordinated and centralized tenancing; and
- recommendations for improving the skills of existing retailers and incubating new local retailers.

**Task 6: Barriers to Redevelopment**

- The Consultant will define issues/barriers that could prevent/hinder the successful implementation strategy of the plan. Those barriers will be defined from both the public and private sectors. The Consultant will take the findings, make recommendations, and provide solutions incorporating the analysis into the plan.
  - recommendations to changes on the area regulatory environment including changes to the requirements and process, zoning, land use, policies, etc.;
  - defining the gap(s) that exist for tenants/property owners/financial community;
  - recommendations for gap financing issues for targeted tenants/developments;
  - recommendations on investment tools and incentives;
  - recommendations for defining City incentive programs/tools needed for development to occur, focusing both on new and existing areas, one or many property owners; and
  - public investment goals and policies.

**Management of Project Team**

The City of Austin's Neighborhood Housing and Community Development Office will be the contract manager and will direct the efforts of the Consultant. The Steering Committee will provide input and advice to the process.