

REQUEST OF PROPOSALS FOR A SPECIFIC PLAN FOR DOWNTOWN LOGAN

PROPOSAL DUE by 3:00 P.M. (MST). Friday, May 29, 2009

PROJECT OVERVIEW

The City of Logan (City) is requesting proposals from consulting teams with significant experience and recognition in downtown urban planning and design, transportation planning, and economic revitalization planning to prepare a Specific Plan for Downtown Logan. The plan will guide development, transportation enhancements, and recommend market and economic restructuring for the City of Logan and the Logan Downtown Alliance.

The General Plan includes a series of policies that serve to enhance the pedestrian environment, strengthen the urban design character, and preserve the historic qualities of the downtown. Exemplary architecture, landscaping, historic preservation, and “place making” are particularly important for any development in the Downtown area.

The business organization for the downtown is directed by the Logan Downtown Alliance (LDA), this is a partnership of business and civic leaders with membership throughout the downtown and the City. The LDA is modeled after the National Main Streets Program www.mainstreet.org/ and enjoys a viable Board of Directors using the National Main Street “Four Point Committee” approach. The following information on projects and issues related to the Specific Plan are available at: <http://www.loganutah.org/CommunityDevelopment/RFP/index.cfm>

1. A map of the downtown planning area showing the location of the projects noted above.
2. A map of the City with the commercial corridor and downtown emphasized.
3. The City of Logan General Plan
4. “The Future for Downtown Logan” – A vision for downtown.
5. Photographs of the downtown
6. Plans for relocation of City Hall and the City Block
7. Historic Preservation plan for the Historic District
8. Results of the Downtown Charrette 2008

TEAM COMPOSITION AND THE BUDGET

The Consultant for this project will be the lead firm for the project team responsible for sub-consultants, managing the work, and contracting with the City. The Consultant must have significant experience using the National Main Streets Four Point Approach. Much of the background mapping, data, and fieldwork will be provided by the City. The Consultant will determine if additional mapping, data, and fieldwork is necessary

for the work.

The composition of the team will be selected by the Consultant and shall consist of complimentary professionals capable of working together for the successful completion of this project. Except that, Wilbur Smith and Associates (Salt Lake Office, Grey Turner) will provide transportation consulting for the project. The firm recently completed the Logan City Transportation Master Plan and will be most capable to provide efficient production of the transportation components of this project. Other consults are to be determined by the Consultant.

The available funds for this project have been approved and allocated for a total project cost, not to exceed, \$120,000. The transportation portion allocated to Wilbur Smith is limited to \$20,000. Efficient use of these funds is vital to bring the greatest value to Downtown Logan. The best minds and professional experience are required for this project. Senior staff is expected to perform the bulk of this work. Excessive reimbursements, travel costs, and duplication of services must be avoided.

THE DOWNTOWN URBAN DESIGN AND SPECIFIC PLAN

The consultant team is to prepare a Specific Plan for the planning of Downtown Logan. The consultant team should propose an approach and process that they believe will most effectively achieve the desired outcome. At a minimum the Scope of Work shall include the following:

1. Evaluation and consideration of the following existing documents:
 - a) Visioning document "The Future For Downtown Logan"
 - b) CMPO Long Range Transportation Plan
 - c) Cache Valley Transit Long Range Plan
 - d) General Plan of the City of Logan
 - e) South Corridor Transit Agreement
 - f) Cache Access Management Plan
 - g) AIA SDAT (Sustainable Design Assessment Team) South Corridor Plan
 - h) Guidelines for Historic Preservation
 - i) Logan City Transportation Master Plan
 - j) Downtown Charrette produced by Utah State University Department of Landscape Architecture and Environmental Planning
2. Urban design opportunities, standards, and examples with a major emphasis on graphics as opposed to text.
3. The distribution, location, extent, and intensity of the uses of land, including open space and civic space within the area covered by the plan.
4. A plan for preserving historically significant commercial and residential buildings consistent with the Historic District.
5. A parking needs assessment to include an evaluation of the need for a parking structure (s) and the location of future parking.
6. A housing market analysis and plan for the type and mix of housing with potential distribution of housing.

7. Evaluation and preferred solution analysis of transportation options proposed in the Transportation Master Plan with emphasis on the consequences and effects on the downtown. The consultant must make recommendations on a diverse range of future transportation systems that will have future positive consequences to Downtown Logan and Cache Valley.
8. The proposed distribution, location, extent and intensity of major components of public and private transportation, parking, amenities, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.
9. Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural and historic resources, where applicable.
10. A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to accomplish the plan.
11. The specific plan shall include a statement of the relationship of the specific plan to the general plan.
12. The specific plan may propose any other subjects which in the judgment of the planning agency are necessary or desirable for implementation of the general plan.
13. Facilitate the definition of a Downtown Market Position. This effort will result in a better understanding of downtown Logan's market position, and a clarification and refinement of research strategy. The outcome of this effort will conclude with a written summary of focus group results and a market position statement for downtown Logan
14. Facilitate a Business Mix Analysis and Cluster Plan. This task will allow greater understanding of how downtown Logan's marketplace functions and can function to help businesses decide where best to locate and to help investors decide how to invest. Examine the business mix of downtown Logan to provide a snapshot of the types and number of establishments and compare it to the downtown business mix in a sample of economically vibrant communities to determine possible business opportunities. The cluster plan will include strategies for arranging/locating current and future businesses within the mix to positively impact foot traffic and sales.
15. Facilitate Targeted Research that will produce better decisions, plan better promotional events, and help businesses become stronger. Direct the development of research questions that specific market related questions. Manage any surveys mutually agreed to by the consultant and The City of Logan. The extent of the targeted research/surveys will be constrained by budget and whether the City of Logan utilizes local volunteers for implementation.
16. Recommend preservation/heritage based economic development strategies; including regulations and incentives

17. Recommendations for Downtown business retention and expansion strategies
18. Evaluate the existing Logan Downtown Alliance and recommend improvements required to implement the Specific Plan for Downtown Logan. Include a two (2) year work plan for the LDA.

FORMAT OF PROPOSALS

All proposals shall be in conformance with the Request For Proposals and submitted in a sealed envelope plainly marked on the outside: "PROPOSAL FOR A SPECIFIC PLAN FOR DOWNTOWN LOGAN -- DO NOT OPEN WITH REGULAR MAIL".

Six (6) copies of the proposal will be required. Proposal format shall be 8 1/2" x 11".

CONTENTS OF PROPOSAL

The Consultant shall include in its proposal, at a minimum, the following information presented in a clear and concise format, in order to demonstrate the competence and professional qualifications of the consultant team for the satisfactory performance of the services outlined:

1. A letter of interest and introduction.
2. The Consultant must have significant experience using the National Main Streets Four Point Approach. The Consultant must provide a list of the most recent projects for which the Consultant has performed services of similar size, scope, and complexity using the National Main Streets Four Point Approach. This list shall include the name, contact person, address, and phone number of each party for whom the service was provided, as well as a description of the service performed, the dollar amount of the contract, and the date of performance. The list will include at least five (5) and no more than ten (10) projects and shall be limited to three (3) pages.
3. A list of the Consultant's principals, employees, agents, and sub-consultants, which the Consultant anticipates assigning to this Project. This list shall include a summary of the qualifications, licenses, and experience of each individual particularly experience with the Main Streets Approach; the approximate number of hours each will devote to the Project; and the type of work to be performed by each individual. The Consultant shall assign a Project Manager and assisting staff that will be approved by the City prior to doing any work on the project. The City will retain under its agreement with the successful Consultant the right of approval of all persons and firms performing under the agreement. The project team description shall be limited to three (5) pages excluding resumes.
4. A proposed Scope of Services (Work) for the Project, which represents an outline of the services which the Consultant expects to perform including an emphasis on the proposed planning process..
5. A proposed performance and cost schedule for all services necessary to complete this Project as proposed. The proposal should specify the major components, the cost breakdown by major component or phase, and the expected time of completion for each component based on the Scope of Services outlined in the proposal. The proposal should also include a proposed "Not to Exceed" cost of the

services, including a Fee Schedule describing all charges and hourly rates, and reimbursable.

6. A proposed list of and schedule for the "Deliverables."
7. A statement which discloses any past, ongoing, or potential conflicts of interest which the Consultant may have as a result of performing the work for this Project.
8. A copy of an insurance certificate, or a letter of intent to provide insurance from the issuing company (including a description of types of coverage and dollar amount limits).
9. The proposal must be signed by an authorized representative of the Consultant.

INTERPRETATIONS AND CHANGES A project feedback site at <http://www.loganutah.org/CommunityDevelopment/RFP/index.cfm> is available to all consultants to allow equal access to information about the project. All information about this RFP will be disseminated through the feedback site. No other correspondence with the City will be acceptable. Consultants may register, ask questions, make responses and receive feed back from the City on this site. The City will post addenda and clarifications on the site. If the Consultant is in doubt as to the meaning of any part of the Request for Proposals, or finds discrepancies in or omissions from the Request for Proposals, the Consultant shall submit to the City a written request, via the feedback site, for interpretations or clarification. The last day for questions will be **Wednesday, May 27th at 5:00 P.M. (MST).**

Consultant shall be responsible for the prompt delivery of the request. The City shall not be responsible for any explanation or interpretations of the Request for Proposals other than by written statement by the City on the feedback site. It is the responsibility of the Consultant to obtain all updates, interpretations, and submission information on the feedback site. No other interpretations of any provision in the Request for Proposals shall be binding upon the City.

DELIVERY OF PROPOSALS

It is the Consultant's responsibility alone to ensure that proposals are delivered to:

Lori Mathys, Purchasing Manager,
450 North 1000 West,
Logan, Utah 84321

Delivery must be prior to the hour and date of **3:00 P.M.(MST) May 29th 2009**. Any proposals received after that hour and date will be returned unopened.