



CITY OF CHELAN REQUEST FOR QUALIFICATIONS

DOWNTOWN MASTER PLAN

RFQ Submission Deadline: January 20, 2009

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PART ONE – GENERAL INFORMATION

A. INTRODUCTION:

The City of Chelan seeks the services of a qualified consultant team with considerable ability in the areas of citizen involvement/participation, visioning, planning, redevelopment and sustainable community design to develop a new master plan (20-year horizon) for Downtown Chelan. The selected firm will be responsible for providing specific professional services to support the formulation of a proposed Downtown Master Plan for City of Chelan, Washington.

The intention of this plan is to synthesize current community goals with previous downtown efforts and policies; provide a clear guide and predictable framework that is useful for both developers and citizens; and serve as a powerful graphic tool for visualizing preferred downtown development. The plan should be detailed enough to address Chelan's immediate needs and dynamic enough to serve as a guide for the future.

In addition to the Downtown Master Plan, the City of Chelan wants to establish a form based code that provides a flexible development process and achieves high quality development. The City wants a streamlined regulatory document with a clear and concise graphic design. The successful applicant to this Request for Qualifications will exhibit visionary and innovative thinking that insures development results in the desired physical form and responds to the social needs of the community.

B. CITY OF CHELAN OVERVIEW:

The City of Chelan is a scenic community of 3,800 residents on 3.9 square miles, nestled between the Cascade Mountains and the shores of beautiful Lake Chelan. The City of Chelan is ripe for change in the quality of life both in terms of economic diversity and residency types. The Lake Chelan valley features extraordinary year-round recreational opportunities in a world class outdoor environment. Lake Chelan is 55 miles long and is Washington's deepest lake. Summer is the peak season bringing tourists, boaters, fishing enthusiasts, water sport enthusiasts, and campers. The winter brings opportunities for snowshoeing, cross-country skiing, and over 200 miles of groomed snowmobile trails. A burgeoning wine industry, premier golf courses, hiking and mountain-biking trails, boutique shopping and an array of dining options characterizes this City as small town Americana.

US 97A is Chelan's primary transportation connection to the adjacent counties of Chelan, Okanogan, and Douglas. It also provides the primary connection to the communities along the

west side of the Columbia River between Chelan and Wenatchee. The highway serves the regional economy by carrying tourists and truck traffic from the south and east. SR 150 feeds directly into the downtown area and connects to the mainline of US 97A which serves residential and recreational areas north and west of the City. The Washington State Department of Transportation (WSDOT) is responsible for the operations and maintenance of both SR 150 and US 97A.

C. BACKGROUND:

Significant growth is anticipated to occur in the City of Chelan and the surrounding areas over the next 20 years which will have considerable implications on the historic downtown area. Much of the growth is attributed to the increase of tourism, and the seasonal and recreational opportunities around Lake Chelan.

The Historic Downtown Chelan Association has received “Start Up” designation in the Washington State Downtown Revitalization/Main Street Program. The Historic Downtown Chelan Association is partnering with the National Trust Historic Preservation to develop and promote the historic downtown core of the City by creating an economically vibrant community center while emphasizing enhancement and preservation of the city’s historic features.

D. RELATED STUDIES AND PROGRAMS EXISTING OR CURRENTLY UNDERWAY:

The City of Chelan needs a comprehensive downtown master plan, replete with innovative tools and policies, which is responsive to current development trends and matches the level of sophistication and interest in the community. Below is a list representing plans, studies and programs that the consulting team needs to consider. All City of Chelan documents are available on our website at www.cityofchelan.com. The Historic Downtown Chelan Association website is www.historicchelan.org.

- City of Chelan Council Strategic Plan (2008-2009)
- Regional Strategic Action Plan, Preliminary Draft (on-going)
- City of Chelan Housing Manual (on-going, completion early 2009)
- Port of Chelan County/City of Chelan Parking Garage Feasibility Study (tentative)
- City of Chelan Comprehensive Plan (2007)
- City of Chelan Traffic Circulation Enhancement Study (2005)
- City of Chelan Lakeside Trail Feasibility Study (2002)
- Historic Downtown Chelan Association, Washington State Main Street Resource Team Report (2008)
- Chelan County Transportation Element (on-going, completion early 2009)

PART TWO - SCOPE OF WORK

I. VISION NAME

Approach to naming and branding the downtown master plan and promotes the downtown as a destination location.

II. STUDY AREA

The tentative study area includes Gibson Avenue to the north; Bradley Street to the east; Webster to the south; and Woodin Avenue to the west. Provide recommendations of a definitive study area.

III. DOWNTOWN MASTER PLAN

The Downtown Master Plan consists of ten (10) elements noted below. Identify and address conflicts with the City of Chelan Comprehensive Plan.

- Existing conditions
- Land use
- Housing/Neighborhoods
- Transportation
- Public facilities and services
- Public spaces (open spaces, scenic and historic areas, and natural resources)
- Economic Development
- Cultural/Arts
- Finance
- Implementation

A. Existing Conditions –

- a. Inventory and analysis within the study area to include but is not limited to:
 - i. Businesses
 - ii. Publicly owned properties
 - iii. Zoning
 - iv. Housing
 - v. Infrastructure
 - vi. Transportation (i.e. public transportation, multi-modal systems)

vii. Pedestrian facilities

- B. Land Use Element – Develop a proactive guide outlining the preferred vision for development of downtown Chelan. It is intended to create a vibrant downtown that attracts both new users and strengthen existing desirable uses.

Consider land use and parking issues; consider the opportunity and feasibility of vertically mixed-use buildings with housing on upper floors.

- C. Housing/Neighborhoods Element - Consider the opportunity and feasibility of increasing higher density housing opportunities in or near the downtown; evaluate the advantages and disadvantages of these housing opportunities. Provide recommendations that buffer denser residential development, and create a compatible urbanized character, and creative planning tools (TDR, density bonuses, overlays, etc). Incorporate applicable goals and objectives from the City of Chelan Housing Manual.
- D. Transportation Element – Provide recommendations that are consistent with the land use element and guide the city in developing safe and efficient multi-modal transportation systems; consider the context of existing patterns of transportation and accommodations for future growth. Consider the opportunity and feasibility of one-way traffic circulation with additional pedestrian and bicycle facilities throughout the downtown. Consider the opportunity and feasibility of private/public transit and multi-modal needs that connect the western study area across the bridges into the main downtown area. Conduct a travel demand management study based on the types of zoning and land use, and conceptualize off and on site parking strategies. Evaluate future transit needs for the downtown area.
- E. Public Facilities Element – Evaluate public infrastructure (public safety services, water, sewer, telecom, stormwater, trash collection/recycling, etc.) and provide recommendations if additional public facilities or services are needed to support new or expanded economic development efforts. Provide recommendations so element is consistent with the City’s capital facilities plan and incorporate recommendations into the finance element of this master plan.
- F. Public Spaces Element – Evaluate public amenities (i.e. open spaces, pedestrian facilities, public spaces, etc.) and provide recommendations that support the envisioned downtown, creation of public gathering places, and pedestrian connectivity.

G. Economic Development Element – To ensure a strong economic vitality plan, conduct a market analysis to assess opportunities for residential, commercial, and mixed use development and support with sound strategies. Provide quantitative and qualitative information to address such issues:

- 1) Economic trends
- 2) Labor force/socio-economic
- 3) Employment opportunities
- 4) Assessment of current and future needs
- 5) Types of businesses (retail uses, restaurants, bars, movie theaters, entertainment venue, etc.) to ensure the best mix of retail and entertainment based businesses
- 6) Types of business uses envisioned match demographics of visitors, residents and employees
- 7) Business development – retention, expansion, attraction, and entrepreneurship
- 8) Tourism
- 9) Other factors impacting the economic vitality plan

H. Cultural/Arts Element – Visual and performing arts can result in improved social conditions and increased property values. Evaluate improvements of community appearance and promotion of arts. Provide recommendations on methods by which the arts can be sustained through partnerships.

I. Finance Element - Evaluate the best funding vehicles and/or sources for redevelopment. For example what are the advantages and disadvantages of a “redevelopment/revitalization” designation. What are the advantages and disadvantages of a community development corporation. Identify programs for loans, grants, and tax incentives (i.e. tax incremental financing, enterprise zones, etc.).

Provide recommendations with financing and funding strategies through a multi-year financing plan based on needs identified in the master plan. It may be necessary for capital facilities to be coordinated with the City’s six-year plan, pending outcome of the master plan objectives.

- J. Implementation Element - Develop an implementation strategy that identifies the specific action needed, priority, timeframe, lead agencies or organizations, and funding sources.

IV. IMPLEMENTATION TOOLS

A. Policies

Identify city policies and regulations that may conflict with the Downtown Master Plan. Develop zoning regulations that support, accommodate, reinforce and encourage the type of dramatic image and character envisioned in the Downtown Master Plan.

Develop a Form Based Code that provides a flexible development process to achieve high quality development. Deliver a streamlined regulatory document with a clear and concise graphic design. This may include but shall not be limited to:

1. Develop parameters for business district zoning requirements with illustrations including but not limited to:
 - a. Views
 - b. Flexible land uses

B. Downtown Design Standards

Create an attractive and strong “sense of place” within the downtown CBD through physical improvements that enhance the envisioned character of downtown and include sustainable development measures (utilizing green, smart growth, livable, walkable and integrated work force ideas into aesthetically-pleasing design standards that incorporate USGBC LEED-Neighborhood design and other best practices) for the following minimum components:

1. Streetscape design, street furniture, sidewalk cafes, light standards, and signage
2. Historic preservation
3. Architectural component
4. Vehicular and pedestrian access
5. Street section (parking, width of street, medians, etc.)

6. Accommodations for parades, festivals, farmer markets, art shows and other outdoor special events
7. Corridor enhancements
8. Pedestrian connectivity
9. Public gathering places
10. Cultural and art components
11. Provide recommendations for wayfinding sign designs.

V. PUBLIC PARTICIPATION PLAN

The City of Chelan values public participation as an important approach to the development of community plans. Key opportunities for public participation in this planning process must include, but are not limited to:

- A. Community Involvement - The development of the plan shall include a series of at least six (6) public meetings with the community to interact with the public and to gain public input. There must be meetings held with the stakeholders, Historic Downtown Chelan Association, businesses, property owners, residents, preservationists, recreational organizations, art and cultural organizations:
 - o Kick-off with a day-long charette to gather ideas and input.
 - o Open House after concept design work is completed and prior to public hearings for final adoption of downtown master plan, zoning regulations and design guidelines.

The consultant will be primarily responsible for conducting and coordinating these public meetings, with support from the City of Chelan staff.

- B. Community Education - A newsletter updating the progress of the project must be submitted once every other month. The newsletter must be posted on the websites of City of Chelan and the Historic Downtown Chelan Association.

The draft and final Downtown Master Plan shall be posted on the City's website. Furthermore, it will be necessary to ensure that the community has a clear understanding of the plan. This will be achieved through an Executive Summary to include a map and necessary graphics. The consultant will be responsible for a mid-point presentation and written report regarding the status of the project in a joint session with the City Council and Planning Commission. The consultant will make all final presentations to the City Council and Planning Commission seeking final approval of the plan as developed.

V. CONSULTANT RESPONSIBILITIES

- Review the City's existing plans, traffic studies, and the Chelan Historic Downtown Association's efforts and evaluate appropriateness and applicability.
- Work with the Master Plan Advisory Committee throughout the project to refine the work program and establish a shared vision
- Organize a series of open-house/public meetings with key stakeholders and the community to obtain ideas suggestions, and develop support for the envisioned downtown.

PART THREE – SELECTION PROCESS

This process begins with the receipt of Statements of Qualification as a response to the RFQ outlined herein. Following review of the submissions, the Selection Committee will develop a short-list of consultant teams and schedule interviews.

City staff will commence interviews followed by negotiations (e.g. regarding scope of work and fee) with the top ranked consultant team. If the City and top ranked consultant team fail to create an agreement or memorandum of understanding, the City will initiate negotiations with the next highest ranked consultant team.

A. Anticipated Schedule of Events

The City of Chelan reserves the right to amend dates. Should the timeline change, all participating parties will be notified.

RFQ Deadline:	January 20, 2009
Distribute RFQ Submittals to Selection Committee:	January 22, 2009
RFQ Shortlist Produced by Selection Committee:	January 27, 2009
Conduct Interviews with Finalist:	Week of February 2, 2009
Selection of the Downtown Master Plan Consultant Team:	February 6, 2009
Commence Downtown Master Plan Process with a Charette for Public Input	March 2009
Master Plan - Preliminary Presentation and Concept Plan to City of Chelan Council, Planning Commission, Master Plan Advisory Committee, Stakeholders, Interested Parties	June 2009
Final Master Plan to City of Chelan Planning Commission and City Council	August 2009
Commence Zoning Regulations and Design Guidelines	September 2009
Final Zoning Regulations and Design Guidelines to City of Chelan Planning Commission and City Council	March 2010

B. Selection Criteria

Consultant proposals will be evaluated by the Selection Committee using the following criteria as a measure of the applicant's ability to successfully complete the scope of work.

- Qualifications and previous related work of key personnel and/or subcontractors
- Depth of relevant technical experience of the consultant team with efforts of this type
- Utilization of innovative approaches and solutions in the consultant team's past projects
- Depth of interdisciplinary skills related to urban design, land use planning and analyses
- Utilization of sound innovative and philosophical approaches to this project
- Level of understanding regarding downtown Chelan's issues
- The demonstrated ability to organize and lead effective, productive public meetings and project meetings
- Ability to meet the designated time frame

C. Final Deliverables

The following are minimum required deliverables. This list is subject to change and will be finalized with the consultant team as part of the final contract.

- A publicly adopted Downtown Master Plan, zoning text amendment and design guidelines.
- A complete, concise and detailed Downtown Master Plan, to include all maps, geospatial and graphic presentations. Twenty (20) bound hard copies, 1 print ready hard copy in a three-ring binder, and one digital copy in Microsoft Office and PDF.
- A clear and concise Executive Summary/Quick Reference Guide to include map of plan, architectural rendering and streetscape rendering. Provide 500 hard copies and one electronic copy in Microsoft Office format.
- Rights to all data, work products, etc. revert to the City of Chelan upon completion of contract.

All documents, printed or electronically produced as part of this project shall be the property of City of Chelan. The City of Chelan shall remain free to copy and edit any and all documents and presentation materials, electronic or otherwise. Electronic documents shall not be locked or password protected.

D. Proposal Format

Proposals must include a detailed work plan addressing plan content, consensus building, description of the deliverables, timeline, and detailed outline of the distribution of tasks and responsibilities among key staff persons. In addition, the consultant is required to provide an estimated cost for each task specified in the work program. The proposal must follow the format described below:

1. Proposed Project Team:

- Overall description of the team;
- Summary resumes for all project staff members (excluding support staff);
- Information indicating the team's designated team leader for this project and the responsible party in each firm who will be providing the required professional services; and
- Description of the team's current workload and the ability to accomplish this project in the designated timeframe.

2. Project Experience:

- Provide description of similar or relevant projects (e.g. projects related to downtown development and/or redevelopment) including contract amount, project coordinator and client contact person. Please identify projects completed within budget and schedule. Include graphic representation.

3. Detailed Scope of Services:

- Description of overall approach to and philosophy regarding elements of the project;
- Detailed response to each element contained in the scope of work including breakdown of hours for each major task; and
- Identification and rationale for proposed changes to the scope of work, if any.

4. Additional Information

Provide other information the applicant feels is relevant that describes the team's abilities to successfully complete a project of this nature.

5. References

- Minimum of three (3) references; and
- Include name, telephone number, brief description of the job and the referenced person's role in the process.

6. Samples of Work

- Submit two (2) samples of work that are products similar to what is requested in this RFQ;
- Only one copy of each sample is required to be submitted.

7. Attachment A

The Attachment A provided in this RFQ must be signed by an officer of the company who is accountable and responsible for all representation.

E. Terms and Conditions of the RFQ

1. It is extremely important all potential respondents are given clear and consistent information. Therefore, all respondents are required to submit any questions related to this project or selection process in writing so answers can be distributed to all registered respondents. Questions about the interpretation of specifications or the RFQ process must be directed in writing to Craig Gildroy, City of Chelan, at cgildroy@cityofchelan.us.

2. The City prohibits respondent communication to or with any employee, department or agency during the submission process. In addition, no communication may be initiated by a respondent to any City Official or persons involved in evaluating or considering the statement of qualifications prior to the time a decision has been finalized.

Communication with any parties for any purpose other than those expressly described herein may cause an individual firm or team to be disqualified from participating.

3. Questions must be received in ample time before the period set for the receipt of qualifications submission. No inquiries will be given any consideration if received within ten (10) days of the date set for receipt of qualifications

submission. Any interpretation will be available to prospective respondents in the form of an addendum to the request for qualifications, which, if issued, will be available no later than five (5) prior to the date set for receipt of qualifications submission.

4. The City of Chelan reserves the right to accept or reject any or all Statement(s) of Qualification, with or without cause. All decisions related to this solicitation by the Selection Committee and City Council will be final.
5. The City reserves the right to request clarification of information submitted and to request additional information of one or more respondents.
6. Costs for preparing the Statement of Qualification in response to this request are solely the responsibility of the respondent.
7. It will be necessary for responding parties to comply fully with the general terms and conditions outlined in this document in order to be considered.

F. General Proposal Information and Submission Requirements

Proposals must be received at City of Chelan City Hall, 135 East Johnson, in the Community Development Director's Office no later than January 20, 2009, by 4:00 p.m. Ten (10) bound copies of the proposal shall be delivered to:

City of Chelan
Community Development Department
Attention: Craig Gildroy, Community Development Director
P.O. Box 1669
Chelan, Washington 98816

Proposals must be sealed and either mailed or delivered. Faxed or emailed proposals will not be accepted. Proposals shall be in sealed envelopes and plainly marked on the outside of the proposal envelope: City of Chelan, Downtown Master Plan RFQ. The consultant's name and address must be clearly indicated on the envelope.

ATTACHMENT A:

**City of Chelan, Washington
Invitation to Submit Qualifications
For the
Downtown Master Plan**

**RFQ Procedures and Terms and Conditions
(Must be returned with Qualification Submission)**

I acknowledge I have read and understand all procedures and requirements of the above referenced RFQ and have complied with the general terms and conditions outlined in the RFQ.

Dated this _____ day of _____, 2009.

Development Team: _____

Representative's Signature: _____

Representative's Printed Name: _____