Downtown Investment Authority

MEMORANDUM

TO: Greg Pease
Chief of Procurement Division

FROM: Aundra Wallace
Downtown Investment Authority, CEO

SUBJECT: Request for Proposal: Riverfront Design Guidelines and Riverfront Investment Strategy

DATE: October 24, 2016

Please take appropriate action to issue a Request for Proposal (RFP) for the referenced professional services.

The following information is furnished in accordance with chapter 126.302 of the City Ordinance Code.

1. The general purpose of the service or study:

   - **Update riverfront design standards that build upon recent redevelopment, further the following Northbank and Southside CRA Plan Redevelopment Goals and ULI of North Florida's "Building Healthy Places" initiative ten principles;**

   - **Develop a redevelopment strategy for underutilized or undeveloped riverfront properties, with a focus on public properties;**

   - **Develop strategies to engage the shoreline and attract people to the riverfront;**

   - **Identify opportunities for riverfront attractions, public places, recreational opportunities, and points of interest;**

   - **Identify potential updates to the CRA Plans necessary to further promote riverfront redevelopment, buttress ongoing efforts for riverfront/riverwalk beautification and activation; and**

   - **Develop a way-finding plan for promoting interconnectivity between riverfront development and amenities; the Riverwalk; interstates and other major Downtown arteries; and the other areas of Downtown.**

2. The Objective of the study or services:

   Objective is to obtain the services of a consultant team experienced in riverfront design, development, place making, and activation, with emphasis on both public and private property.

3. The estimated period of time needed for the service or study:

   Twelve months.

4. The estimated cost of the service or study:

   Up to three hundred and fifty thousand ($350,000).

5. Whether the proposed study or service would or would not duplicate a prior or existing study or service:

   Not Applicable.

6. List of current contracts or prior services or studies which are related to the proposed study or service.

   Not Applicable.

7. A statement as to why the service/study cannot be done by department or agency staff:

   The City cannot perform this service due to lack of personnel and expertise.

8. The **names** and **telephone numbers** of **two** representatives from the using agency designated to serve on the evaluation committee as subcommittee members

   Aundra Wallace, Chief Executive Officer, DIA 630-3487
   Brenna Durden, Esq. 630-3491

9. A project funding account number
   To Be Determined

10. The **names** and **email addresses** of **specific consultants** the using agency wishes to be included in the solicitation process.

11. A signed statement to the effect the individuals responsible for developing the scope and Certification letter and the two individuals named herein to serve as subcommittee Members, have read and understand the Procurement Manual and Procurement Committee Guidelines dated August, 2013

    (See: http://inside.coj.net/op/pr/default.aspx)

Aundra C. Wallace

Aundra Wallace, Chief Executive Officer
Sub-committee Member Signature

Attachments: Scope of Services
Minimum Qualifications
Scoring and Evaluation Criteria