

Request for Qualifications (Planning Services)

State of Ohio Standard Forms and Documents

Administration of Project: Local Higher Education

Project Name	<u>Campus Business District Town Center</u>	Response Deadline	<u>11/02/15</u>	<u>2:00 p.m.</u> local time
Project Location	<u>2441 Kenwood Circle</u>	Project Number	<u>NCC-016201</u>	
City / County	<u>Mansfield / Richland</u>	Project Manager	<u>Dean Schaad</u>	
Owner	<u>North Central State College / The Ohio State University Mansfield</u>	Contracting Authority	<u>Local Higher Education</u>	
Delivery Method	<u>N/A</u>	Prevailing Wages	<u>Federal</u>	
No. of paper copies requested (stapled, not bound)	<u>3</u>	No. of electronic copies requested on CD (PDF)	<u>1</u>	

Submit the requested number of Statements of Qualifications (Form F110-330) directly to Dean Schaad at 2441 Kenwood Circle Mansfield, Ohio 44906. See Section H of this RFQ for additional submittal instructions.

Submit all questions regarding this RFQ in writing to Mr. Dean Schaad at dschaad@ncstatecollege.edu with the project number included in the subject line (no phone calls please). Questions will be answered and posted to the Opportunities page on the OFCC website at <http://ofcc.ohio.gov> on a regular basis until one week before the response deadline. The name of the party submitting a question will not be included on the Q&A document.

Project Overview

A. Project Description

Planning and development of a Campus Business District Town Center (CBDTC). A 55 acre walkable multi-use community hub of mixed residential, retail, academic, health & wellness serving Richland County & North Central Ohio. A sustainable life-style community that attracts & retains talent, increases educational attainment and provides for small & emerging business growth.

B. Scope of Services

Provide economic development, community development and comprehensive & transformational planning services including goal setting, market analysis, physical planning, development framework and implementation planning.

Provide professional and technical support services for the planning and development of the Campus Business District Town Center. A walkable multi-use community hub of mixed residential, retail, entertainment, retail, academic, health & wellness serving Richland County and North Central Ohio. A sustainable life-style community that attracts & retains talent, increases educational attainment and provides for small & emerging business growth.

Provide economic development, community development and comprehensive & transformational planning services for the CBDTC envisioned in the Richland County Strategic Plan and funded through the USDA Rural Business Development Grant. Consultant work will be guided through a 2-level structure. A small day-to-day Working Group from North Central State College (NCSC) and Ohio State University Mansfield (OSU-M). And a larger existing Advisory Committee with overview/regional capacity comprised of members from the Cities of Mansfield & Ontario Officials, Richland County Commissioners, Regional Planning, Richland Area Chamber of Commerce, Richland Convention & Visitor Bureau, Richland Community Development Group (RCDG) – area economic development entity, Richland Young Professionals (RYP), OSU-M and NCSC.

1.0 Goal Setting

The goal setting phase is a creative investigation of desires and possibilities, using conceptual design to translate ideas into sketch form, so that the participants can properly evaluate the implications of their verbal ideas before they are adopted as master planning policy. This is actually the most inventive phase of the process where design is used as a tool to generate and test ideas for various parts of the Campus Business District Town Center – or different conceptions of the CBDTC as a whole – leading to consensus on the principles and goals that will drive the detailed development of the plan in Task 3. The products of this phase include:

1.1 Kickoff Meetings

The project will begin with a kick-off meeting with the Working Group and the Advisory Committee to introduce the participants, review the study process, scope and schedule, and initiate a preliminary discussion of the Campus Business District Town Center objectives and expectations of the conceptual land use plan.

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1.1.1 Multi-jurisdictional Accords and Economic Development Presentation

Consultant will prepare a presentation to provide an overview on multijurisdictional accords and economic development and associated land planning facts and approaches. While some stakeholders are familiar with this information, many others may not be. The presentation will provide a common level of knowledge among the stakeholders that will facilitate discussion and decisions about which strategies might be most appropriate for this specific region.

1.1.2 Goals and Objectives

Consultant will lead a discussion of the project goals and objectives. This discussion will build from previous meetings and presentations.

1.2 Key Stakeholder Interviews

Consultant will conduct a series of one-on-one interviews with key stakeholders, such as City and County planning, engineering, and economic development departments, and University/College officials, property owners, and potential developers. The purpose of these interviews is to discuss the specific issues of concern to different aspects of the project, and help us understand the development opportunities and constraints of the project. The Project Manager will identify potential stakeholders to interview and facilitate scheduling of those interviews. For cost efficiencies, these meetings will be grouped into two days.

2.0 Market Assessment

Town Centers are, by definition, retail and leisure-centric developments that leverage meaningful public space to serve as an anchor, increase traffic, create competitive advantage, and provide authenticity. Such environments are then leveraged to enhance the value of other uses, including housing, office, and/or hotel. The Consultant team will perform a market assessment to define the target market and examine the existing market, as well as the market for additional retail, office and residential uses within the proposed CBDTC. The market assessment will examine local and regional opportunities and assist in identifying possible core uses for the planned CBDTC.

2.1 Demographic Analysis

Census information will be used to provide a population and demographics profile for the local communities and Richland County. This information will show trends and factor in the creation of redevelopment scenarios in later tasks. Demographic characteristics analyzed and reported on will include population, age and gender distribution, households, and income characteristics. This analysis will provide an understanding of the demographic environment for the following reasons:

- To understand the market areas potentially served by existing and proposed uses.
- To forecast demographic changes and assist in making proactive decisions to accommodate those shifts.

2.2 Retail Market Analysis

The retail market analysis will be used to analyze major direct and indirect competitors. Competition will be based on typical retail, office and residential uses available in the local market area. This data will be utilized to compare against the program of uses identified in the Market Definition. An inventory of comparable facilities will be performed on a local and regional basis to attempt to understand market share. An analysis of competition will include: location, uses, pricing, and attraction. Toward that end, a market survey will be conducted, with a greater level of emphasis placed on retail opportunities, and a more "high-level" analysis conducted for other opportunities

- Market Scan and Competitive Analysis: A scan of key metrics in the retail environment will be conducted and interpreted to determine the viability of new retail and the most successful competitive market positioning of that retail.
- Demand Gap Analysis: A market area will be defined and an evaluation of consumer spending potential, by retail category, will be undertaken to identify gaps in supply, relative to demand.
- Case Study: Roughly two to four case studies of other town centers or small town retail environments will be undertaken to understand the scale of opportunity when best practices are implemented and/or the limitations of comparably-sized markets in supporting pedestrian-oriented regional or community retail that exceeds a certain size.

2.3 Market Definition

Consultant will confirm the size of the market by age segment and race/ethnicity for the study area. Demographic analysis will be compared to potential program to estimate potential viability of proposed uses per national and local trends.

2.4 Core Program

Utilizing the Demographic Analysis, Retail Market Analysis, Market Definition, and current market offerings the Consulting Team will identify the recommended program of uses for the CBDTC. This will comprise key uses including retail, office and residential; the appropriate scale of each use and market positioning.

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2.5 Regional Trend Analysis and Comparison

An important part of the funding strategy is gaining an understanding and perspective of the position of this community relative to other Ohio communities with which it interacts and competes with in terms of attracting residents, retailers, office tenants, and institutions. Using available information, the Consultant Team will examine employment, tax base, assessed values, and general amenities to create an analysis and recommendations for the CBDTC.

3.0 Physical Planning

3.1 Data Review and Mapping

Working from existing digital files, surveys and information provided by NCSC, OSU-M, Richland County Regional Planning Authority and the cities of Ontario and Mansfield, the Consultant team will prepare a base map of the project area and produce graphic displays of pertinent existing conditions and general image and character. The team will review this character, both good and bad, that defines the current image of the project area and provides clues to its future improvement. Instead of a comprehensive record of existing conditions, which is very time consuming and often unnecessary, Consultant will only prepare those maps which help clarify the issues and reveal the location of development opportunities and constraints.

3.2 Preliminary Physical Development Program

Consultant will evaluate the recommended uses determined by the market survey and services framework to determine the physical development program in terms of building spatial requirements, parking requirements, and critical functional relationships.

3.3 Testing Alternative Scenarios

Based upon the market survey and project goals and objectives, the consultant will prepare alternative concept diagrams that clarify the implications of the various design ideas, architectural character, and development scenarios. These will be presented for in-progress review to the Working Group to confirm or modify the directions being developed, and provide input on new issues which invariably surface when concepts and ideas for different portions of the property are put together in a comprehensive vision. This may be a cyclical process, requiring an additional review sessions with the Working Group before the team arrives at one or more viable conceptual diagrams that successfully address the range of opportunities and constraints facing the Campus Business District Town Center.

3.4 Selection of Preferred Scenario

The diagrammatic scenario(s) will be presented to the Working Group for selection of a preferred master plan concept. This will be an interactive work session similar to the previous Working Group meeting, where sketches will be modified at the table or new ideas added as required. Planners expect to leave this meeting with consensus on the goals, architectural character, and design principles of the Campus Business District Town Center, as illustrated in preliminary sketches, elevations and diagrams brought to the meeting and revised during the discussion.

3.5 Campus Business District Town Center Vision Plan

Consultant will refine the preferred ideas into the final CBDTC Vision Plan. This will be an illustrative land use plan with notes to explain key components.

3.5.1 Prepare an aerial perspective to illustrate the general character of the future CBDTC.

3.5.2 Working Group Meeting to review and discuss the final CBDTC Vision Plan.

3.5.3 Revise and prepare the final CBDTC Vision Plan graphics to incorporate review comments.

4.0 Development Framework and Funding Strategies

A critical component to a successful Campus Business District Town Center is reaching agreement between jurisdictions and stakeholders as to the service provision and funding, development type, and revenue generation required to achieve it. This includes understanding how utility services, including water and sewer, can be extended, sized, and built to accommodate the desired CBDTC. It also includes understanding the necessary funding and potential mechanisms to achieve these improvements and agreements between jurisdictions. Likely this includes agreements on revenue generation and development type, style, and physical appearance through mechanisms such as zoning, overlays, and development controls. The City of Ontario, a partner in this project, has contracted with a local Planner to produce zoning overlays. The Development Framework and Funding Strategy should commence slightly behind the Vision Plan so that appropriate funding scenarios are evaluated based on the desired end development. A modest overlap of these two tasks will enable the Development Framework and Funding Strategy to influence and refine the Vision Plan to respond to the most fitting development strategies.

4.1 Service and Jurisdiction Identification

Consultant will identify necessary services and which jurisdictions are most appropriate to provide them, as well as the necessary framework agreement/accord to make it possible.

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Electronic submittals should be combined into one PDF file named with the project number listed on the RFQ and your firm's name. Use the "print" feature of Adobe Acrobat Professional or similar software for creating a PDF rather than using a scanner. If possible, please reduce the file size of the PDF. In Adobe Acrobat Professional, go to Advanced, then PDF Optimizer. Also, please label the CD and the CD cover with the project number and firm name.

Facsimile or e-mailed copies of the Statement of Qualifications will not be accepted.

Firms are requested to identify professional registrations, memberships and credentials including but not limited to: LEED GA, LEED AP, LEED AP+, CCCA, CCM, CCS, CDT, DBIA, CPE, and any other appropriate design and construction industry credentials. Identify that information on the resume page for individual in Block 22, Section E of the F110-330 form.

Planning Services Selection Rating Form

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Project Name Campus Business District Town Center Proposer Firm _____
 Project Number NCC-016201 City, State, Zip _____

Selection Criteria		Value	Score
1. Firm Location, Workload and Size (Maximum 15 points)			
a. Proximity of firm to project site	Less than 100 miles	5	
	100 to 150 miles	2	
	More than 150 miles	0	
b. Amount of fees awarded by Contracting Authority	Less than \$200,000	5	
	\$200,000 to \$1,000,000	2	
	More than \$1,000,000	0	
c. Number of relevant professionals	Less than 5 planning professionals	1	Max = 5
	5 to 9 planning professionals	3	
	More than 9 planning professionals	5	
2. Primary Qualifications (Maximum 30 points)			
a. Master planning lead	Experience / ability of MP Lead to manage visioning / capital improvement plans	0 - 10	
b. Assessment lead	Experience / ability of lead to manage assessors of various disciplines	0 - 10	Max = 20
c. Planning staff	Experience / ability of planning staff to develop long range master plans	0 - 5	
d. Technical staff	Experience / ability of assessors to accurately collect and evaluate systems and components	0 - 5	
3. Sub-Consultant Qualifications (Maximum 10 points)			
Key discipline leads	Experience / ability of all key discipline leads to effectively perform the work	0 - 10	
4. Project Team Qualifications (Maximum 15 points)			
a. Previous team collaboration	Less than 2 projects (Low)	0	Max = 5
	2 to 4 projects (Average)	2	
	More than 4 projects (High)	5	
b. LEED Design Neighborhood Project Experience	No projects	0	Max = 5
	Registered	2	
	Certified	5	
c. Team Organization	Clarity of responsibility / communication demonstrated by table of organization	0 - 5	
5. Overall Project Team Experience (Maximum 30 points)			
a. Criteria development and prioritization	Performance in establishing owner criteria for capital improvement plans	0 - 10	
b. Experience with similar projects / delivery methods	Less than 3 projects (Low)	0 - 3	
	3 to 6 projects (Average)	4 - 6	
	More than 6 projects (High)	7 - 10	
c. Past performance	Level of performance as indicated by past evaluations / letters of reference	0 - 10	
		Subtotal	

* LEED = Leadership in Energy & Environmental Design developed by the U.S. Green Building Council

Notes:

Evaluator:

Name _____

Signature _____ Date _____