



Urban Redevelopment Authority

REQUEST FOR PROPOSALS (RFP)

Larimer Avenue Commercial Analysis

RFP Issue Date: February 1, 2018

Proposal Due Date: Thursday March 1, 2018 at 4 PM ET

VIA EMAIL ONLY to dthomas@ura.org

Larimer Avenue Commercial Analysis

I. GENERAL INFORMATION

The Urban Redevelopment Authority of Pittsburgh (“URA”) is requesting proposals from commercial market professionals to conduct an analysis of the potential for new commercial development along Larimer Avenue in the Larimer neighborhood of the City of Pittsburgh (“City”). This project aims to provide the URA with an understanding of square footages and types of businesses that could be supported by the market, with the first phase under consideration being the ground floor of a mixed-income housing development and the auditorium and gymnasium of the former Larimer School.

The project duration is estimated to be 4-6 weeks. Interested parties are requested to submit a detailed proposal package that clearly defines the relevant experience of the proposed staff, methods and strategy to carry out the project scope of work, as well as a fee proposal.

Contact person for all queries and for receipt of proposals:

David Thomas
Asset Manager
Urban Redevelopment Authority of Pittsburgh
200 Ross Street, 11th Floor
Pittsburgh, PA 15219
(412) 255-6557
dthomas@ura.org

Respondents shall contact Dave Thomas with all questions regarding this Request for Proposals (RFP) and selection process, including terms, conditions, and technical specifications. Properly submitted **questions that are received by February 21, 2018 will be answered in writing and posted on the URA’s website (http://www.ura.org/working_with_us/proposals.php) by February 23, 2018. Questions submitted after February 21, 2018 will not be answered.**

Consideration is expected to be given, but is not guaranteed to be given, to the criteria listed in this RFP. The URA reserves the right to reject any and all proposals, to waive any and all informalities outlined in the RFP and in the selection process, and generally to make the award that, in its judgment, will best meet the objectives stated in this RFP.

Expenses incurred by the respondents in replying to the RFP or in making any appearance before the selection committee are at the respondents’ own expense and risk.

The URA reserves the right to make suggestions related to team structure during final contract negotiations.

II. BACKGROUND

Adjacent to the revitalized and vibrant East Liberty Business District, the Larimer Business District stands in direct contrast following decades of population loss and disinvestment. Over the past decade, the Larimer neighborhood has begun to transform. Beginning in Fall 2007, the Larimer community worked to update its Community Plan. In 2011, the URA selected KBK Enterprises to develop 40 units of housing along Larimer Avenue, which was the first new housing development in the neighborhood in more than 50 years.

In 2014, the Housing Authority of the City of Pittsburgh (“HACP”) and the City were awarded a \$30 million Choice Neighborhoods Implementation Grant (“CNIG”) from the U.S. Department of Housing and Urban Development (HUD), as part of the larger ongoing effort to redevelop the Larimer neighborhood and the eastern portion of the East Liberty neighborhood. Other partners of the CNIG include the URA, Larimer Consensus Group (“LCG”), McCormack Baron Salazar, Kingsley Association, Urban Strategies, East Liberty Development, Inc. (“ELDI”), East Liberty Housing, Inc. (“ELHI”), Pittsburgh Public Schools (“PPS”), among others. The CNIG project team will work to address the neighborhood, housing and people needs of the community through the demolition of the former Hamilton and Larimer public housing site and the HUD-assisted East Liberty Garden Apartments; the creation of approximately 334 units of mixed-income housing and creation of a new park system; the redevelopment of the former Larimer School; façade renovations for existing, qualified homeowners; a for-sale housing strategy; and new commercial development.

To date: the URA has performed strategic site assemblage in the neighborhood; the East Liberty Garden Apartments have been demolished; 86 new units have been constructed, with an additional 150 units under construction; the URA has acquired, and is working to secure and stabilize, the Larimer School; the residential façade program is well underway with 36 grants closed or under construction and another 18 in the bidding and/or review process; and construction documents for a 3.75 acre park are being finalized with construction expected to commence in 2018.

III. PROJECT DESCRIPTION

The URA is seeking to understand the retail and commercial demand and mix needed to complement residential growth, while working toward a stabilized neighborhood. Planning for the third phase of housing is underway along Larimer Avenue, between Meadow and Maxwell Streets. The LCG has shown a strong desire to incorporate ground floor retail into the housing development along the southern side of Larimer Avenue as well as to redevelop the auditorium and gymnasium of the former Larimer School into a commercial component. Construction on the mixed-use development would likely begin in 2019 and be completed in 2020. The CNIG project team is preliminarily planning for two generic commercial bays along Larimer Avenue, approximately 2,500 square feet each. The CNIG project team hopes that this analysis will help inform square footages and types of businesses that could be supported by the market at this location. The CNIG project team also recognizes the commercial component may take a period of time to lease and as such, has positioned itself to take on an ownership role.

Scope of Services

- Collect existing retail market data such as Esri Business Analyst Online, Retail MarketPlace Profile and Tapestry Segmentation, for both the immediate and local trade area
- Determine future retail and commercial demand based on the neighborhood residential market and submarket (i.e. East Liberty, Highland Park, etc.)
- Convert to projected demand for retail and commercial sectors
- Identify market potential including strategies to attract commercial/retail tenants (optional)

- Perform a Site Location Analysis for the recommended end uses
- Research general parking and loading needs of recommended end users
- Determine project square foot demand

Deliverable

The deliverable shall be a final report detailing data that was reviewed, an analysis of that data and a series of recommendations.

IV. ORGANIZATION AND REQUIRED SUBMITTALS FOR PROPOSAL

Submission Requirements and Deadline

One (1) electronic copy, **VIA EMAIL ONLY**, in PDF format of the proposal must be **received by the URA by no later than 4 PM ET on Thursday, March 1, 2018**. Paper copies will not be accepted. Proposals received after the deadline will not be accepted.

Submissions should be emailed to dthomas@ura.org.

Proposal Format and Content

The respondent shall submit a proposal that includes a Technical Section and Fee Section.

1. Cover Letter

Limit to one page; letter should include:

- Company name, contact name, address, and email address
- Why the respondent’s team is the most qualified to complete this project

2. Respondent Team and Firm Information

Briefly describe the roles of the members included on the team. Please include the following for each firm:

- Name, address and telephone number
- Number and location of offices
- Managing principal, CEO or president
- MWBE status
- Legal actions currently pending against firm
- Role on the team
- Resumes for key staff members assigned to the project

3. Proposed Method and Schedule

- A detailed narrative of methods and plan to carry out the scope of work
- A list of sources and databases the respondent plans to use
- Project timeline with key milestones
- Description of respondent’s current work load and availability of staff to deliver this project on schedule

4. Relevant Projects and References

Limit three (3) projects, one page per project. Relevant projects should include at least one project that emphasizes business district planning and one project that addresses community capacity building.

Please include the following:

- Name and location of project
- Size and cost of project
- Name, address, email, and telephone number of the client

5. Fee Proposal

The fee proposal shall identify the derivation of the total fee by indicating:

- The level of effort in staff hours for various tasks and subtasks corresponding to the Scope of Services and the technical proposal
- The total salary cost for the services
- The direct costs projected, including subconsultant’s fees for various services
- Assumptions made in estimating time and costs

6. Minority and Woman- Owned Business Enterprise Participation

The URA has a long history of diversity and inclusion within all its programs and activities. The URA encourages the full participation of minority and women business owners and professionals in this effort. The URA requires that all respondents demonstrate a good faith effort to obtain minority and women-owned business enterprise participation in work performed in connection with URA projects. The URA acknowledges the City’s goal of 18 percent (18%) minority and 7 percent (7%) women participation in planning and/or professional service activities. Any questions about MWBE requirements should be directed to Diamonte Walker, MWBE program officer, at (412) 255-6610 or dwalker@ura.org.

Proposals must include a MWBE narrative. Respondents are required to state as succinctly as possible what, specifically, your firm is doing to promote opportunities for minority and women professionals within your organization.

MWBE participation can be satisfied by:

- Ownership/Partnership of firm
- Employment levels of minorities and/or women in the organization
- Use of minorities and/or women as part of consultant team
- Firm's use of minority or women-owned businesses as vendors for legal, printing, office supplies, travel, etc.
- Subcontracting with organizations owned and controlled by minorities and/or women
 - If this is to be done, that fact, and the name of the proposed subcontracting organizations, must be clearly identified in the proposal. Following the award of the contract, no additional subcontracting will be allowed without the express prior written consent of the URA.

V. EVALUATION CRITERIA

All proposals will be evaluated based on the technical and professional expertise and the experience of the respondent team, the proposed method and the procedures for completion of the work, and the cost of the proposal.

Technical Expertise, Experience and Access

The technical expertise, experience and access of the respondent will be determined by the following factors:

- Overall experience of the respondent team
- Expertise and professional level of the individuals proposed to conduct the work
- Demonstration of accessibility to the URA and of responsiveness to community needs
- Demonstrable experience in working in underserved markets/communities

Procedures and Methods

Evaluation of procedures and methods will be determined by the following factors:

- Clarity and completeness of the proposal and the apparent general understanding of the work to be performed
- Proposed methods and plan to conduct the scope of work in a thorough, objective and timely manner
- Sequence and relationships between major tasks
- Knowledge and understanding of the local environment
- Approach to project management, including efficient utilization of person-hours

Project Schedule

- Schedule for the completion of work
- Sequence and relationships between major tasks

Fee Proposal

Describe your proposed fee structure (e.g., hourly, fixed fee per item, etc.) and include proposed rates.

MWBE Participation

The URA acknowledges the City's goal of 18 percent (18%) minority and 7 percent (7%) women participation in planning and/or professional service activities. The URA requires that all respondents demonstrate a good faith effort to obtain minority and women-owned business enterprise participation. Any questions about MWBE requirements should be directed to Diamonte Walker, MWBE program officer, at (412) 255-6610 or dwalker@ura.org.

VI. PROCESS

Responses to the RFP will be evaluated by a selection committee. The selected respondent(s) will be chosen based on the selection criteria listed above. The URA reserves the right to verify the accuracy of all information submitted.

One or more respondents may be asked to meet with the selection committee in a formal interview process.

The URA shall be the sole judge as to which respondent(s) meet the selection criteria. The URA reserves the right, in its sole discretion, to reject any or all responses received, to waive any submission requirements contained within this RFP, and to waive any irregularities in any submitted response.

A tentative schedule has been prepared for this selection process. The schedule is subject to change; however, the RFP due date will not be changed without notice on the URA's website: (http://www.ura.org/working_with_us/proposals.php).

Proposal Due Date: Thursday, March 1, 2018 at 4 PM ET

Review of Responses Received: March 1– March 15, 2018

Interviews (if necessary): March 19– March 22, 2018

Notice of Selection: March 23, 2018

Commencement of Work: April 15, 2018

Upon notification of selection by URA staff, the successful respondent is required to enter into a contract within four weeks of notification. If the successful respondent is unwilling or unable to execute the agreement as required by the RFP, the URA has the right to request another respondent to enter into the contract with the URA.

Respondent acknowledges by submitting information and proposals to the URA that the URA does not undertake any obligations, and shall have no liability with respect to this RFP, and responses thereto, nor with respect to any matters related to any submission by a respondent.