REQUEST FOR PROPOSALS (RFP)

MELLON’S ORCHARD STRATEGIC PLAN

EAST LIBERTY NEIGHBORHOOD IN THE CITY OF PITTSBURGH

RFP Issue Date: Tuesday, October 21, 2014
Proposal Due Date: Tuesday, November 18, 2014 at 4 PM ET
Mellon’s Orchard Strategic Plan

Section 1. General Information

1.1 The Urban Redevelopment Authority of Pittsburgh (URA) requests proposals from urban design, architecture and economic development professionals for a market-based development and framework plan for a key site within the neighborhood of East Liberty.

1.2 The project budget is **$100,000**. The project duration is estimated to be 12 months. Interested parties are requested to submit a detailed Proposal Package that clearly defines the relevant experience of the proposed staff and sub-consultant team members, as well as proposed methods and strategy to carry out the project scope of work.

1.3 Contact person for all queries and for receipt of proposals:

   Emily Mitchell  
   Planning and Design Specialist  
   Urban Redevelopment Authority  
   200 Ross Street, 12th Floor  
   Pittsburgh, PA 15219  

   412 255-6695  
   412 255-6617 (fax)  
   emitchell@ura.org

1.4 Respondents shall restrict all contact and questions regarding this RFP and selection process to the individual named herein. Questions concerning terms, conditions and technical specifications shall be directed in writing to Emily Mitchell (See section 1.3).

1.5 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.

1.6 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.

1.7 Subconsultants may participate on multiple applicant teams. The URA reserves the right to make suggestions related to team structure during final contract negotiations.
Section 2. Background
Recent development in East Liberty has created a strong commercial core with numerous opportunities for additional growth. Several major retailers anchor East Liberty including Home Depot, Target, Trader Joe’s and Whole Foods. In addition to these major retailers, numerous independent shops and restaurants are located throughout the district serving both the neighborhood and specialty market. These small businesses have preserved the historic character of the district through renovation of the retail spaces, and their many storefronts enhance the pedestrian experience throughout the district. It is this mix of small and large scale commerce that has made East Liberty the central shopping district for the East End.

In addition, the redevelopment of East Liberty Station is underway allowing East Liberty to transform into a transit-oriented community that takes full advantage of Martin Luther King, Jr. East Busway. Through private and public partnerships East Liberty station will be transformed into a new mixed-use transit center. This multi-modal transit hub will reconfigure the existing station to provide better access to transit, decrease road congestion, encourage economic growth, and bridge two business and residential communities. The center will include 54,000 square feet of retail, more than 350 residential units and a new 550-space parking garage.

East Liberty has also capitalized on its proximity to Oakland and its university and medical service market. In response to Oakland’s saturated office market the recent Bakery Square Development included office space for Google, UPMC and the University of Pittsburgh. Due to this success, Bakery Square 2.0 is currently underway including 400,000 square feet of office, 350 apartments and 57 townhomes. Startup and spinoff companies continue to desire new office space, and East Liberty is in a unique position to accommodate this growth and benefit from it.

Recently completed commercial development projects include:
- Home Depot;
- East Side – Whole Foods, PNC branch, Walgreen’s, Trek Bicycles;
- Village of East Side – Trader Joe’s, Club One Fitness, Staples;
- Target;
- Numerous independent shops and restaurants including, but not limited to, Dinette, Pizza Sola, BRGR, Spoon, Plum, and Paris 66;
- Beauty Shoppe – coworking office space;
- Bakery Square – offices for Google, UPMC and University of Pittsburgh, Urban Active Fitness, Marriott Springhill Suites; and
- Highland/Wallace – 10,000 square feet of retail.

Several more projects are underway including:
- Hotel Indigo – 128 rooms, 4,000 square feet of retail;
- Ace Hotel – 65 rooms;
- East Liberty Transit Oriented Development – 54,000 square feet of retail;
- 6000 Penn Avenue;
- East Liberty Place South and North Retail; and
- Bakery Square 2.0 – 400,000 square feet of office.
This commercial revitalization is in part due to the significant residential growth in the last decade. Recently completed residential projects include:

- Fairfield Apartments – 195 units of mixed-income housing;
- Penn Manor – 55 units of mixed-income rental housing;
- Negley Neighbors – 41 units of rental housing;
- Historic Enclave For-Sale Housing Development – 48 units of new and rehabbed for-sale homeownership units scattered throughout the East Liberty/Highland Park corridor;
- Boulevard Apartments – 14 units of rental housing;
- East Liberty Place North – 54 units of mixed-income rental housing;
- Walnut on Highland - 127 units of market-rate rental housing; and
- Bakery Square 2.0 – 175 apartments.

In addition to these housing developments several more are underway, including:

- East Liberty Place South – 52 units of mixed-income rental housing;
- Bakery Square 2.0 – 175 apartments and 57 townhomes;
- Larimer Choice Neighborhoods – 350 units of mixed-income rental housing; and
- East Liberty Transit Oriented Development – 350 market-rate residential units.

Section 3. Project Description

3.1 Description

The URA is currently undergoing negotiations to purchase several parcels from the City of Pittsburgh and the Pittsburgh Parking Authority. This site, known as Mellon’s Orchard, is located at the corner of N. Euclid Avenue and Station Street (formerly Penn Circle North and West). This site is a key development opportunity. As one of the last remaining super-blocks in the district it is important to understand how Mellon’s Orchard fits into East Liberty’s growing market and adds to the success of its commercial core. Additionally, private investment at this location can spur public amenity and infrastructure investment that adds to the success of the district as a whole.

This study will provide a road map for private development and public infrastructure and amenity investment. Expected outcomes for this study include:

1. Market-based development plan for Mellon’s Orchard site including land use options, recommended density scenarios, and zoning recommendations for implementation;

2. Strategic plan for investment that provides for the increased mobility/circulation, pedestrian, parking, and amenity demands that new commercial activities and residents bring; and

3. Overall framework for how the development and public improvements fit into and enhance the East Liberty commercial district as well as adjacent residential and commercial districts.
3.2 Study Area
A map of the Mellon’s Orchard site and East Liberty commercial core is attached as Exhibit “A”.

3.3 Scope of Work

1. Analysis:
   This study will build on the work of previous studies in the area.
   • Review Existing Planning Studies and Designs
     • Circulation and Mobility Vision (2012)
     • East End Market-Based Economic Development Strategy (2012)
     • East Liberty TRID Study (2012)
     • East Liberty Community Plan (2010)
     • StreetWorks Presentation and Market Plan (2007)
     • Development Guidelines for the Center of East Liberty (2004)
   • Evaluate Existing Conditions
   • Analyze Current Market conditions, Evaluate Upcoming Development Projects, and Identify Market Opportunities

2. Community, Stakeholder and Developer Engagement:
   • Community Engagement
     The community process will be defined in concert with the Steering Committee and will include a minimum of three public meetings.
   • Attend Regular Steering Committee Meetings
     The consultant team will meet regularly with a steering committee to update them on the process to date and hear feedback on the study.
   • Developer Engagement
     The study will include comprehensive developer engagement including one large group meeting and one-on-one follow up discussions to inform the study. The URA will provide the consultant team with a list of 10 to 15 developers to be engaged.

3. Planning Recommendations
   This study will serve as a strategic plan for development at Mellon’s Orchard site and for private/public infrastructure and amenity investment.
   • Illustrate Development Scenarios for the Mellon Orchard Site, including recommendations for:
     • Use and Density, based on market opportunities
     • Connections to the Historic Street Grid
     • Parking for the Development and the Replacement of Existing Parking
     • Impact Analysis
   • Develop a Strategic Plan for Infrastructure and Amenity Improvements, including:
     • Park/Amenity Location, Access and Use with specific recommendations for Garland and Enright Park.
• Street Network and Infrastructure for all modes of transportation with specific recommendations Penn Circle North and West 2-way conversion, the reconnection of Broad Street and for the restoration of the historic street grid. The Circulation and Mobility Action Plan will provide the framework for recommendations.
• Phased District Parking Strategy with recommendations for garage and street parking locations. Parking analysis from Circulation and Mobility Action Plan will guide the recommendations.
• Green Infrastructure Opportunities
• Western Gateway Recommendations
• Evaluate LEED ND Potential

4. Zoning Recommendations
The Mellon’s Orchard Site is currently zoned both Urban Neighborhood Commercial (UNC) and Commercially Planned Unit Development (PUD). This study will review the current zoning and provide recommendations for appropriate changes, based on the market study and site planning recommendations.
• Evaluate the PUD District Provisions and the UNC Zoning.
• Work with the Department of City Planning to Specify Appropriate Changes to Zoning.

5. Implementation Plan
This study will provide a phasing and funding strategy for private and public investment.

6. Final Documentation
This study will provide a final working document in digital format.
• Final Document, including but not limited to:
  • Review and analysis of existing planning studies
  • Documentation of community and stakeholder engagement
  • Base mapping and assessment of current conditions
  • Report on the market analysis
  • Narrative and Illustration of the development scenarios for Mellon’s Orchard
  • Narrative and Illustration of the infrastructure and amenity recommendations
  • Recommended zoning changes for the Mellon’s Orchard Site
  • Narrative and illustrations of the phasing and funding strategy

3.3 Budget
The budget for this project is not to exceed $100,000.
Section 4. Organization and Required Submittals for Proposal

5.4 Submission Requirements and Deadline
1. Seven (7) hard copies, in 8 ½” x 11” format (graphics/maps can be in 11” x 17” foldout format) and one (1) electronic copy (Adobe PDF, 300dpi, character recognition, bookmarked, on CD or DVD) of the proposal must be received by the Urban Redevelopment Authority of Pittsburgh before Thursday, November 18, 2014, 4 PM ET. Proposals received after the deadline will not be accepted. Postmarks are not sufficient.

Submissions should be delivered or mailed to:
Emily Mitchell
Planning and Design Specialist
Urban Redevelopment Authority of Pittsburgh
200 Ross Street, 12th Floor
Pittsburgh, PA 15219

5.5 Proposal Format and Content
1. Cover Letter
   Limit to one page; letter should include:
   • Company name, contact name, address, and email address; and
   • Why this team is the most qualified to complete this project.

2. Consultant Team and Firm Information
   Briefly describe the roles of the consulting firm and subconsulting firms 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;
   • M/WBE Status;
   • Type of organization (sole proprietorship, partnership, corporation, etc.);
   • Legal actions currently pending against firm;
   • Role on the team; and
   • Resumes for key staff members assigned to the project.

The URA requires that all consultants demonstrate a good faith effort to obtain minority and women owned business participation in work performed in connection with URA projects. The URA acknowledges the City of Pittsburgh’s goal of eighteen percent (18%) minority and seven percent (7%) female participation in planning and/or professional service activities such as design or legal as well as construction contracts and purchases and will strive to achieve these goals. Any questions about M/WBE requirements should be directed to Chuck Powell, director of Diversity Affairs and Community Outreach, at (412) 255-6611 or cpowell@ura.org.
3. **Scope of Services/Fees**
   - A detailed narrative of methods and plan to carry out the scope of work
   - A proposed fee schedule (subject to negotiation) of items specified in the Scope of Work; Include hourly rates for key staff; Describe the terms of payment
   - Project timeline with key milestones

4. **Relevant Projects and References**
   Limit three (3) projects, one page per project. Please include the following:
   - Name and location of project;
   - Size and cost of project;
   - Name, address and telephone number of the client; and
   - How the project relates to the Mellon’s Orchard Strategic Plan.

**Section 5. Evaluation Criteria**
All proposals will be evaluated based on the technical and professional expertise and the experience of the consultant team, the proposed method and the procedures for completion of the work, and the cost of the proposal.

5.1 **Technical Expertise, Experience and Access**
The technical expertise, experience and access of the consultant will be determined by the following factors:
   - Overall experience of the consultant team;
   - Expertise and professional level of the individuals proposed to conduct the work;
   - Clarity and completeness of the proposal and the apparent general understanding of the work to be performed; and
   - Demonstration of accessibility to the URA and of responsiveness to community needs.

5.2 **Procedures and Methods**
Evaluation of procedures and methods will be determined by the following factors:
   - 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; and
   - Approach to project management.

5.3 **Cost**
Cost will be weighed in relation to the other proposals received and shall be evaluated relative to the number of professional consulting services dedicated to the Mellon’s Orchard Strategic Plan.

5.4 **Equal Employment Opportunity**
A willingness to make meaningful wide-range subcontracting and employment opportunities available to all interested qualified firms and individuals in the market place will be evaluated.
Section 6. Process

6.1 Responses to the RFP will be evaluated by a selection committee. Finalists of the RFP process will be asked to meet with the selection committee in a formal interview process. Final consultant selection will be made by the URA Board, which will be informed by the recommendation of the selection committee. The URA reserves the right to reject any and all proposals.

6.2 Upon notification of selection by URA staff, the successful respondent is required to deliver 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.
Exhibit A: Study Area

The solid line outlines Mellon’s Orchard South, parcels 83-P-165, 83-P-60, and 83-P-225. Parcel 83-P-165 includes an unused former Detective’s Building which will need significant remediation.

The dashed line generally bounds East Liberty’s commercial core.