

# ***Edgewood Avenue Revitalization Planning District RFP***

## **INTRODUCTION**

The Borough of Edgewood is seeking proposals from consultants with the purpose of the creation and municipal adoption of a master development plan, hereby known as “the Edgewood Avenue Revitalization Planning District,” for the targeted planning district of Edgewood Avenue, impacted by both the completion and proposed components of the Allegheny County Port Authority Transit’s East Busway Project.

The Borough of Edgewood is seeking a consultant to create this plan, prioritize components for completion, identify potential funding sources, and organize and lead the effort to bring the project to a successful conclusion. This includes but is not limited to coordinating potential zoning changes, facilitation of meetings with potential funding agencies, and leading the Borough through those approval processes.

## **BACKGROUND**

The Borough of Edgewood is located in Allegheny County with a population, according to the 2000 Census, of 3,311.

On May 13, 2002 the Borough of Edgewood signed a cooperation agreement with the Allegheny County Port Authority regarding the future development and improvement of Edgewood Avenue.

## **GENERAL SCOPE OF WORK**

The Borough of Edgewood seeks a consultant who can demonstrate a proven ability to complete the Edgewood Avenue Revitalization Planning District.

Through the proposals the consultant must show proven qualifications and experience in the following areas:

### ***Year 1***

#### **A. Planning Activities**

1. Formalize specific boundaries that delineate the targeted planning district.
2. Assist with the identification of multiple development opportunities within the district.
3. Shepard the formal adoption of “guiding principles” for the development that are consistent with a long-range community vision for Edgewood.
4. Work in close communication with the Edgewood Planning Commission, the Borough Manager, and other designated community officials.
5. Conduct a minimum of three (3) community workshops during planning Year 1.

## B. Planning Document

1. Narrative summary of Edgewood's long-range vision and goals for the future development of the Edgewood Avenue Revitalization Planning District.
2. Aerial and other mapping as required to adequately illustrate identified developmental goals within the development district.
3. Mapping of potential development opportunities within the district.
4. Mapping of potential parking opportunities within the district.
5. Comprehensive demographic reports of both the planning district and the overall community of the Borough of Edgewood.
6. A clear representation of formally adopted "Guiding Principles of Development" for the Edgewood Avenue Revitalization Planning District.

## *Year 2*

### A. Action plan

1. The action plan will oversee the creation of an aggressive action plan Designed to advance community directives (emerging from the Master Development Plan process) relating to:
    - A. The proposed East Busway Station Construction
    - B. Edgewood's uncompleted linear park
    - C. Resultant parking issues relevant to both A and B.
    - D. Pedestrian walkway to the Edgewood Towne Center shopping center.
  2. The consultant will be responsible to thoroughly investigate and develop a written report relative to potential funding sources that may be available for the above listed Edgewood Avenue development initiatives.
- B. The consultant will coordinate the origination steps required to initiate a Comprehensive Commercial District Revitalization Program, in keeping with Strategies developed by the National Trust for Historic Preservation, and the National Main Street Center.
- C. It will be the requirement of this RFP that the consultant identify the approach that will be followed in accomplishing this, and to demonstrate the consultant's experience in other communities in both the formation and management of business district revitalization initiatives.

## **PROJECT BUDGET**

Proposal shall not exceed the amount of \$95,000. Any proposal exceeding this amount will be rejected. Dollar amount must be included with proposal. The final cost will be negotiated with the successful firm.

## **SELECTION EVALUATION/CRITERIA**

Proposal evaluations will be based upon completeness, quality, and level of detail of the following criteria.

1. Ability to meet the overall requirements set forth in the RFP.
2. Understanding of the project.
3. List of successfully completed land use planning and technical assistance program (LUPTAP) projects.
4. Qualifications and experience in preparing master development plans and reference checks of past and current clients.
5. Overall qualifications, skills and experience of the consultants, particularly the Personnel assigned to this project and an subcontracted consultants.
6. List the project manager and other key staff members who will be responsible for Performing significant tasks.
7. Experience in conflict resolution and negotiating skills.
8. Demonstrated proficiency with mapping software required within this RFP
9. Ability to meet timeframe and cost budget of the project.

## **INCURRING COSTS**

Edgewood Borough is not liable for any costs incurred by consultants prior to the execution of a contract.

## **NON-AWARD OF CONTRACT**

Edgewood Borough reserves the right to reject in whole, or in part, any and all proposals received as a result of this RFP.

## **PROJECT TIMEFRAME**

This project is not to exceed twenty-four (24) months from the consultant notification of award (timeline subject to change). Please note that the project is not anticipated to begin until July, 2007.

## **SUBMISSION DEADLINE**

All proposals must be received by Edgewood Borough c/o Kurt Ferguson, Borough Manager at 2 Race Street, Pittsburgh, PA 15218 on or before 4:00 P.M. on May 25, 2007.