

**CITY OF OLYMPIA
REQUEST FOR PROPOSAL
FOR
PLANNING CONSULTANT SERVICES**

PURPOSE:

The City Of Olympia Community Planning and Development Department is seeking a qualified consultant to provide planning services for a downtown implementation strategy based on synthesis of existing plans and studies, consider and recommend best practices as they apply to Olympia, provide illustrative graphics, and propose implementation action steps. Additionally, the consultant should propose a process to solicit public comment and stakeholder participation.

DESCRIPTION OF PROJECT:

One of the City of Olympia's four overarching goals is, "[Invest in Downtown so more people live, work, learn, shop, play and enjoy downtown](#)". Since at least 1976 the City Of Olympia has prepared plans for improving the downtown in the areas of housing, economic development, pedestrian amenities, public space, multi-modal transportation, and retail and tourism development. While many of the themes and recommendations are consistent and many plans have been implemented, the intended outcomes are still lacking, especially in the arena of mixed-use and residential development. Rather than create a new plan, the Community Planning and Development Department seeks a consultant to assist in coalescing and synthesizing the various documents into a coherent, coordinated, and prioritized vision and implementation strategy, including best practices, identification of parcels for development or redevelopment, identification of potential public investment and targeted capital facility improvements to achieve the highest possible return on City investment. The City is pursuing an aggressive timeline of six months for project completion.

The project is primarily funded through a grant from The Department of Community Trade, and Economic Development, and by the City Of Olympia. The total budget may not exceed \$75,000.

PROJECT BACKGROUND

Copies of these plans and the Capitol Facility Plan are available from the Department of Community Planning and Development, as well as from the Parks and Public Works Departments.

SCOPE OF SERVICES

Consultant may provide or assemble a team to provide the following services:

Planning – create a unified plan drawing on existing plans and identify eligible parcels for development or redevelopment, including an outline for environmental site assessment as needed on industrial properties among others, estimated amount of public investment, design sketches, recommended comprehensive plan and development code revisions and implementation strategies directed at achieving the City’s goal.

Best practices and tactics - survey the work of other similar cities and recommend implementation strategies where deemed appropriate.

Public Information and Involvement – incorporate stakeholders, the City seeks innovative proposals to effectively solicit public comment and stakeholder participation within the limited timeframe proposed. At a minimum, assist with 2 public/neighborhood meetings and prepare and present a final document and strategy for the Land Use and Environment Committee and City Council consideration, however, alternative proposals are encouraged.

The proposal should be sufficiently detailed so that it is clear as to how time and expenses are proposed to be allocated to the above referenced project components. A contract for services will be developed following selection and specific allocations acceptable to the City will be determined through that process.

CONSULTANT SELECTION CRITERIA

Consultant selection will be based on prior experience with similar undertakings, design capabilities for visual representations of potential plans, ability to meet timeline, and overall presentation of proposal package.

A short list of two consultants will be selected for an interview process within ten days of the submittal deadline. All consultants submitting a proposal will be notified of the selection. A copy of the City’s Professional Services Agreement is available upon request.

CONTENT OF SUBMITTALS

Two hard copies and one electronic PDF file of the consultant proposals shall be submitted. The format shall include:

- A letter of interest, including a statement of availability to complete the work. Preference will be given to consultants who can be flexible on dates for meetings and presentations in Olympia.
- Qualifications and experience of the staff assigned to the project. Work experience shall be specific to the individual's actual tasks performed on other projects and the successful implementation of those plans.
- A demonstration that the consultant(s) understands the project through an outline of their suggested approach to the project.
- Previous experience with design schematics for downtown projects
- References including names, email addresses and telephone numbers of previous clients with similar projects.
- Detail of timeline and costs associated with each component of the project.

**City Of Olympia Downtown Grant Project
Preliminary Estimate**

Task #	Task Description	Time/Cost Estimate
1	Review and coalesce existing plans and studies into a unified planning document. Evaluate plans for consistency with the Olympia Comprehensive Plan.	
1a.	1976 Comprehensive Plan	
1b.	1979 Regional and Urban Planning Design Committee (RUDAT)	
1c.	1984 CBD Market Study	
1d.	1986 Downtown Plan	
1e.	1988 Report of the Downtown Housing Task Force	
1f.	1990 Downtown Office Potential	
1g.	1990 RUDAT	
1h.	1991 Urban Design Vision & Strategy (city-wide)	
1i.	1999 Olympia Design Charette Waterfront Park & Housing	
1j.	2001 & 2003 Percival Landing Area Housing Site Market Studies	
1k.	2004 Olympia East Downtown Development Plan	
1l.	2004 State Offices Downtown Memo	
1m.	2004 Waterfront Visioning Scoping Report	
2	Develop implementation strategies to revitalize downtown as part of the unified planning document, including graphics and prioritized recommended action items.	
3	Public Involvement:	
3a.	During project – Work with citizen advisory committee and City staff	
3b.	Presentation at neighborhood meetings (minimum of 2)	
3c.	Presentation at Planning Commission and City Council	
4	Other	

TIMELINE FOR SUBMITTALS

The deadline for submission of qualifications is **5:00 p.m., Wednesday, January 9, 2008.**

If you have questions or need more information, please contact Jennifer Kenny, Associate Planner, at Telephone: (360)-753-8031, Email: jkenny@ci.olympia.wa.us .

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