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CONSULTING SOLICITATION

URBAN DESIGN PLAN AND IMPLEMENTATION TOOL

Description:

**Urban Design Consultant
Request for Proposal**

The *City of Jamestown, New York* is inviting your firm to submit a formal proposal for an *urban design plan* and *implementation code*.

PROJECT DESCRIPTION

The plan being sought will create an *urban design framework* that combines the direction-setting and coordination aspects of strategic planning with the detailed and practical design process of a master plan in a three dimensional view of the city. The plan should provide *flexibility* by identifying key principles rather than finite solutions. It should include a *design vision* for describing how the City of Jamestown might develop and should show sufficient detail at key locations so the vision can be tested for economic and functional viability. The plan should include sufficient information to allow continuous review of detailed actions within the strategic frame, and to enable the respective boards and commissions the ability to assess development proposals.

The scope of the project should include an *overview* of the city; identifying key areas at entrance points and transitional areas, but the *area of concentration* for the plan will be the area identified in the attached map titled "Urban Design Project Area".

Central Business District

The city covers an area of approximately nine square miles and the project area covering approximately one-tenth of that total area (refer to Urban Design Project Area map).

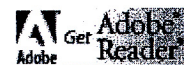
The project area is the Central Business District (CBD) and the portion of the riverfront that directly relates to that district.

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The Central Business District consists of three sub-districts identified in the Comprehensive Plan as the “walkable” downtown, the extended downtown and Brooklyn Square (please see pages II-13 to II-16 of the City of Jamestown Comprehensive Plan for a description).

Riverfront

The riverfront flows through the entire extent of the city experiencing a variety of character changes along its route. The riverfront context derives richness from these extreme character changes going from a large wetland preserve to heavy manufacturing. The area of the riverfront to be studied is the center portion and approximately one-third of the total that flows through the city.

SCOPE OF SERVICES

PRODUCT

Urban Design Plan

The plan sought should stress a *holistic approach* with a sound understanding of the economic, social, physical and political factors that contribute to a community’s “sense of place”. This plan should provide the *physical and strategic guidance for the future development in the city*.

The Urban Design Plan should be a plan that is *achievable*, that is *sustainable* and one that *can be implemented*.

The product should be broken down into four steps:

Step 1. Preliminary actions

- Identify and define project objectives, scope, boundaries and significant influences within the region, including population projections.
- Identify stakeholder issues.

Step 2. Analysis and objectives

- Conduct a review of existing plans, policies, strategies infrastructure programs, and other pertinent data and information.
- Perform a contextual analysis of the opportunities and threats from beyond the project boundaries.
- Perform a systematic analysis of the “Urban Design Project Area” including Use patterns, movement patterns, urban form and other physical issues.
- Conduct an analysis of local strengths, weaknesses, opportunities and threats.
- Identify and summarize key issues.
- Identify possible strategic actions.

Prepare a progress report that summarizes steps one and two.

Step 3. Synthesis and strategic framework

- Develop broad design options and identify possible projects or strategic action areas and potential synergies between projects.
- Test options with stakeholders and conduct broader consultation as needed.

Prepare a progress report that includes urban design framework plans and diagrams based on preferred options for physical and dynamic actions, and detailed conceptual designs and guidelines for selected action areas.

- Test in consultation with user groups and stakeholders.

Step 4. Final Reporting

Prepare a final urban design plan with diagrams and maps and rendered drawings indicating:

- *Coordinating framework plan* demonstrating:

- The total concept
 - The components of the concept including use and activities, movement, built form and environment.
 - The major project opportunities and linkages between them.
 - Areas for strategic action.
- **Strategic Action Area Plans** with plans, diagrams, elevations, sections and sketches illustrating:
- Design concepts for strategic areas identified in the coordinating framework plan including enough detail to enable further economic, social, visual, and technical analysis.
- An **Implementation Strategy** report identifying policy, planning, project and management actions regarding:
- Immediate, medium-term and long-term actions.
 - Potential sources of investment or finance.
 - An Analysis of implementation tools identifying the positive and negative attributes of differing types of implementing tools and a recommendation for use for the City of Jamestown.
- **Appendixes**, when relevant

‣ **Implementation Tool**

An Implementation Tool is to be crafted to guide future development within the area defined in the scope of work. The consultant chosen will provide an accompanying mechanism to implement the urban design principles identified to be of importance to the community.

An Analysis of various implementing tools will be required by the consultant to identify the most appropriate tool to use and to make recommendations for the best tool to serve the City of Jamestown. A **public meeting** presenting the consultants recommendations to the public and policymakers of the city will be a requirement of the consultant.

PROCESS

The process sought should be based heavily on public participation and an intense relationship with the community to foster a sense of confidence with the process and to garner a “buy-in” from all major stakeholders. An intimate understanding of the community is essential in order to formulate a sound plan that can be implemented and therefore would require an in-depth study of existing background information and data, site visits, working sessions, charrettes and Public meetings.

A **minimum** number of public meetings, working sessions and charettes will be required as follows:

- An Initial site visit to acquaint the consultant with the city and city staff that they will work closely with.

- One (1) **Public meeting** at the end of the process; summarizing the process, the findings and recommendations of the plan and the implementation tool.

- **Three (3) Working sessions**
- **Two (2) Charrettes**

Additional working sessions and charrettes will be at the discretion of the consultant.

EXPECTATIONS

The Urban Design Plan should include the following:

- A record of the analysis
- A description of the issues considered
- A framework plan to identify key action areas and important relationships
- A set of development principles.
- Visualizations of key design concepts including site analysis drawings, rendered site plans, infrastructure frameworks, phasing diagrams, site sections, and rendered eye level and aerial perspective drawings.
- Action plans for non-physical opportunities.
- An implementation strategy.

The **Urban Design Plan** should:

- Include a comprehensive analysis of the context with a clear understanding of the economic, social and physical and political aspects of the community.
- It should look beyond the individual project and seek to coordinate across projects and opportunities, setting a project in a broader context.
- Incorporate and respond to information from existing strategies and studies.
- Respond to major stakeholders by integrating their interests and concerns.
- Incorporate major infrastructure issues and provide design direction for the details within the infrastructure construction projects.
- Set out an implementation strategy that looks at a range of time scales including:
 - Long-term strategies and options for ten years and beyond,
 - Intermediate-term strategies for a three to five year period,
 - Short-term actions that can be immediately implemented without compromising long-term objectives.
- Present analysis, principles and options for implementation in a graphical and written format to a standard suitable for public consultation.
- Illustrate existing constraints and available opportunities, identify different options, and provide a record of why particular options are selected referring to key policy objectives and urban design principles.
- Provide “layered” response to issues at hand, beginning with the broad contextual issues and principles, working down to detailed design studies guidelines for critical locations.

The **Implementation Tool** should:

These tools should be either in the form of design guidelines, form based codes or other creative mechanism to implement the urban design principles and strategy.

An analysis indicating the positive and negative aspects of using design guidelines and form-based codes should be included to make a final determination for the appropriate implementation tool to be used. After a determination is made, the consultant shall craft the appropriate tool to use.

Background Information

The following documents will aid in orientation to the city and the project area:
Comprehensive Plan (1998 and reaffirmed 2004), Downtown Jamestown Community

Redevelopment Plan (2001), zoning map (1998), topography maps, project area map, Information Guide for Jamestown, New York, and Strategic Planning Documents. Any prospective consultant wishing to review these documents shall telephone the following contact person.

CONTACT PERSON

Bill Rice, Principal Planner
Department of Development
Municipal Building
Jamestown, NY 14701
Telephone 716-483-7657
Fax 716-483-7772
E-mail address rice@cityofjamestownny.com

PROJECT TIMETABLE

Schedule of *Request for Proposal* Process:

A community orientation tour is at the discretion of the firm submitting the proposal. Please contact Bill Rice at the above address or telephone number to make arrangements.

The Request for Proposal Due Date: **February 21, 2005**

Pre-selection interviews will be from **February 23, 2005** through **February 28, 2005**

Selection Date: **March 1, 2005**

Schedule for the *Urban Design Plan and Implementation Tool* Process: Time schedule is a suggested time frame and subject to negotiation with the chosen firm.

Award of contract: **March 1, 2005**

Project to commence: **March 7, 2005**

Preliminary actions completed: **March 31, 2005**

Analysis and objectives completed: **May 31, 2005**

Synthesis and strategic framework completed: **July 30, 2005**

Final completion of project including the Final Reporting step and implementation tool: **September 16, 2005**

REQUEST FOR PROPOSAL SUBMISSION REQUIREMENTS

The project submission should be not more than twenty-five (25) single-sided pages, not counting project sheets.

The *basic information* required is:

- Contact information and firm description.
- A list of team members with resumes of key individuals and a brief description of the key individuals position within the team.
- If subconsultants are to be included as part of the team, please include resumes of key individuals within the subconsulting firm.
- Include the name of the Principal in charge of the proposed project.
- A description of the Project approach and the firms urban design philosophy.

- A step-by-step description of the urban design process including your firm's data gathering, analysis, design working sessions, public meetings, client interface, and interim and final products.
- A brief description of the Scope of services to be provided.
- Project Schedule.
- Relevant projects that have been fully or partially implemented (no more than five).

Consulting Solicitation : New York State Contract Reporter

- References (three) with contact names and telephone numbers.
- Fee.

SELECTION CRITERIA

Urban Design Consultant **selection criteria** will be based on the following criteria:

- Project ***approach*** and urban design ***philosophy***.
- Project team ***experience***.
- Relevant ***projects***.
- Project ***Cost*** subject to negotiation with the chosen firm.

Please contact William Rice, Principal Planner, City of Jamestown for reference material (716) 483-7657.

Proposal Due: 2/21/2005 4:00 PM

Contract Term: 6 months - see RFP

Location: City of Jamestown, New York

Contact: Gregory Lindquist, Economic Development Coordinator
Department of Development
City of Jamestown
Municipal Building
200 East Third Street
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