

Moorhead Downtown Master Plan

Request for Qualifications

Downtown Moorhead Inc.



Downtown Moorhead Inc. (DMI), partnering with the City of Moorhead, MN, is seeking a team of qualified, multi-disciplinary professionals in urban planning, architecture, civil engineering, community and economic development, or related fields to develop and coordinate a number of technical elements necessary to support and implement the development of a downtown master plan. The energy and movement for change in downtown Moorhead is real. In 2018, DMI hired its first President and CEO to work closely with the City of Moorhead, business community and residents to break down economic barriers and drive change. 2018 was highlighted by the City approving a downtown housing goal of 500-units in the next 5-years, establishment of Moorhead Renaissance Zone as an economic tool, revisions to the commercial and industrial property tax exemption and facilitation of new development and growth. 2018 stressed the importance of revitalizing downtown Moorhead by increasing commercial and housing density, improving quality of life, and collective recognition for a future planning effort. This Master Plan should build on this movement and

- identify priorities and strategic opportunities to encourage appropriate development, improve underutilized spaces, and activate civic assets to their highest and best use;
- identify best practices for continued efforts to make downtown Moorhead a more livable, walkable and thriving urban center;
- drive investment to Moorhead, and maximize return on both public and private investments;
- integrate and synchronize the aesthetics and amenities of anticipated public- and private-sector projects;
- encourage broad public engagement and support throughout the community.

The consultant selected will be expected to use a team approach that combines local knowledge and leadership with world-class expertise. The consultant will be expected to work closely with DMI's President and CEO to establish the plan framework and deliverables.

PROJECT OVERVIEW/SCOPE OF WORK

Ultimately, the selected consultant will collaborate with DMI and Moorhead City staff and a steering committee to develop a detailed scope of work. Public engagement should be designed to be locally staffed, when possible, for cost effectiveness. While other options may be requested, the following minimum services and deliverables are expected.

Project management: Work plan, schedule, coordination of elements, coordination of staff assignments.

Downtown Vision and Goals: Establish a collective vision and goals for the future of downtown Moorhead. The vision should be driven and supported by the people of Moorhead. To achieve these goals and vision the consultant should develop an implementation strategy.

Downtown Transportation, Streetscape and Wayfinding: These may include a parking study update, traffic impacts, exploring the impacts/elimination of one-way road sections, and the analysis of the Center Avenue

streetscape. The Center Avenue mill-and-overlay project is scheduled for the 2019 construction season and is a massive opportunity to create a more appropriate urban street.

Downtown Open Space Plan: Determine the highest and best use for identified public spaces in downtown, including the Moorhead Center Mall Plaza and existing street stubs closed by the railroad quiet zone.

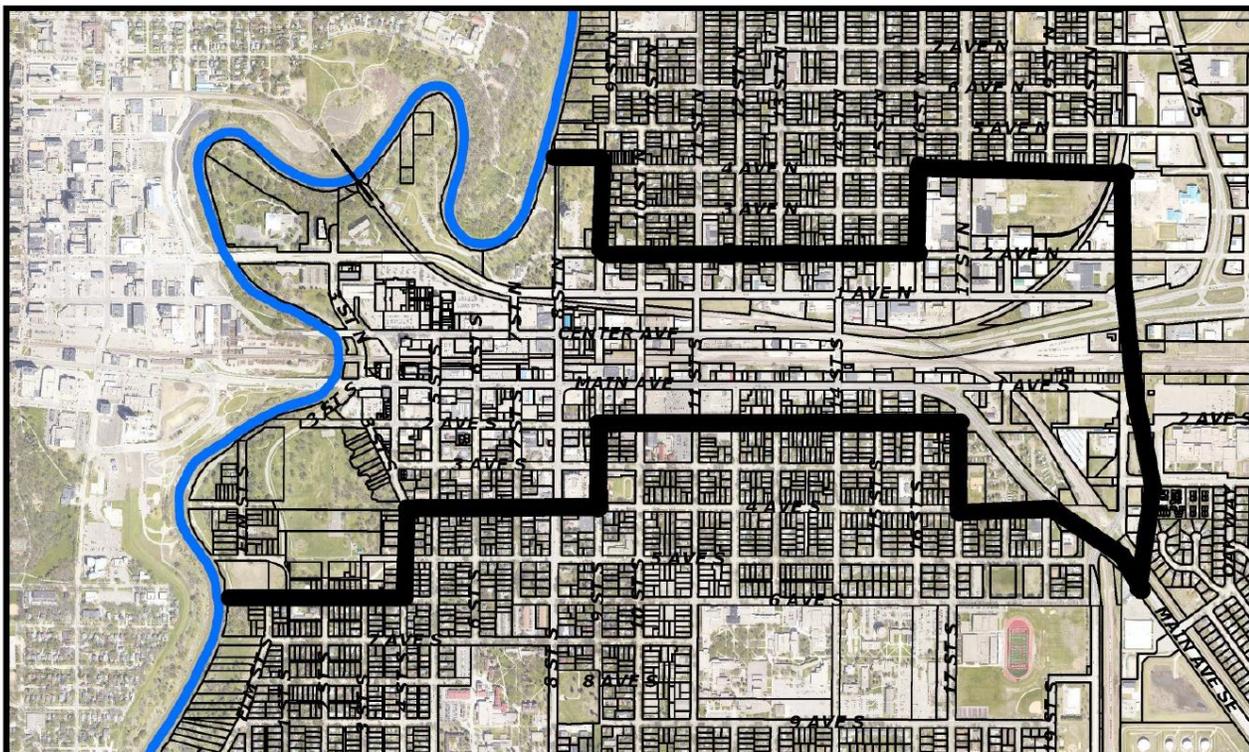
Downtown Design Standards: Develop downtown design standards for consistent development with appropriate features. Explore and make recommendations to the existing zoning code to enhance and support new growth.

Redevelopment Strategy: The City of Moorhead recently updated its tax incentive policies. This strategy should identify redevelopment opportunities based on both economic and urban design principles. Comprehensive demographic, socio-economic, market and real estate data collection and analysis are needed to identify the uses that should be prioritized for those tax incentives and to set realistic targets. Recommendations should be applicable to downtown in general but also include a specific focus on the identified sites including the Moorhead Center Mall and Woodlawn Pointe (former power plant site).

Site Specific RFPs: The master plan will include the study and engagement of the former power plant site located south of downtown along the river and Woodlawn Park. This component will drive a specific RFP for a project to start at a later date. Public engagement will be a primary focus of this task.

Public Engagement: The plan must be a community-drive effort. Engagement of the residents, students, business and development community must be a priority. With such close proximity to our downtown our public and high-education institutions should be engaged and utilized. These institutions and partners include Moorhead Public Schools, MState, MSUM and Concordia. The goal of this plan is for the community and City to adopt and support for years to come!

Study Area Map – subject to change



RFQ SUBMISSION CONTENT

Firms responding to this RFQ must provide the following:

1. **Letter of intent** identifying the full names and addresses of the organizations, lead and subordinate, that will provide services. It must be signed by a principal or authorized representative that is qualified to making legally binding commitments on behalf of the project team.
2. **Experience/qualifications** statement that provides a complete and concise description of consultants' capacity to provide the services described herein, including detail for individual team members and their specific role(s) in this planning process.
3. **Past projects summary**, including references, of at least three recent, relevant projects of similar size, scope or conditions.
4. **Statement of project understanding and approach** that outlines the respondent's proposal and timeline, and that demonstrates the consultant team's understanding of and familiarity with the services and conditions described herein.

Respondents will be evaluated and ranked on the basis of the above information; interviews may be conducted at the discretion of the City. Upon completion of the evaluation process, respondents will be notified of the results. Fees shall be negotiated with the successful firm. If the fee cannot be agreed upon, DMI reserves the right to terminate negotiations, then negotiate with the second and third ranked firms in order, if necessary, until a satisfactory contract has been negotiated. Contract approval by DMI is anticipated in February 2019.

GENERAL INSTRUCTIONS

1. The deadline for submissions is 5:00 p.m. on Friday, February 15, 2019. Please direct inquiries and submissions via email to:

Derrick LaPoint, President/CEO
Downtown Moorhead Inc. 200 5th St. S.
Suite 203
Moorhead, MN 56560
dlapoint@dtmoorhead.org
218-443-1361

2. DMI retains the right to negotiate modifications to all submissions.
3. No reimbursement will be made for any costs incurred in responding to this Request.