

York Road Commercial Revitalization Planning Team
Request for Proposals (RFP)
URBAN DESIGN & COMMERCIAL STRATEGIES PLAN
FOR BALTIMORE CITY'S YORK ROAD CORRIDOR
Issued February 21, 2014

The York Road Commercial Revitalization Planning Teamⁱ seeks consultant services to shape urban design and commercial strategies for the two-mile Baltimore City York Road Corridor emphasizing urban design, functionality, planning, and investment strategies to market York Road to potential investors and implement existing recommendations.

I. BACKGROUND AND INTENT

In June of 2012, interested parties from the City of Baltimore, Baltimore Development Corporation, Govanstowne Business Association, York Road Partnership, Notre Dame University of Maryland, Loyola University Maryland, and other stakeholders began meeting to vision a future for the York Road commercial corridor. This visioning process was born from the belief that York Road in north central Baltimore City lacks a consistently vibrant commercial corridor to serve the needs of its existing and future businesses and residents. The corridor is generally perceived as aged, lacking of uniformity or continuity, unmarketable to potential investors and shoppers, and oftentimes unsafe. In November of 2012, this York Road Commercial Revitalization Planning Team agreed to collaboratively finance an Urban Land Institute (ULI) Technical Assistance Panel from 39th Street in Baltimore City north into Baltimore County.

In June 2013, a group of eight ULI regional panelists came together for a two-day technical assistance panel beginning with a tour of the York Road commercial corridor, continuing with focus group interviews, and concluding with a public presentation to over 100 area stakeholders. These included identifying three diverse commercial nodes, recommending the creation of a new organization to champion corridor redevelopment, and to utilize progressive transportation policies to create a more “Main Street” atmosphere.ⁱⁱ

As a result of the ULI technical assistance, the York Road Commercial Revitalization Planning Team continued to meet and pursue the recommendations, all the while seeking additional funds to prepare a more detailed revitalization vision plan with strategies to improve conditions on the York Road corridor. Today, the York Road Commercial Revitalization Planning Team aims to take the next step by hiring a Consultant Team to develop an urban design and commercial strategies plan that will build from the ULI recommendations and other past community engagement. The end-result will provide a blueprint of action items and create a vision for the commercial corridor for the York Road Commercial Revitalization Planning Team (and eventually for a new York Road redevelopment organization) to share with businesses, communities, the City of Baltimore, and potential investors.

II. SCOPE OF SERVICES

The York Road Commercial Revitalization Planning Team is interested in engaging qualified urban design and planning professional(s) to provide the following services to develop an Urban Design and Commercial Strategies Plan for the York Road Commercial Corridor from 39th Street to the Baltimore City/County Line, addressing architecture, streetscape, transportation, and landscaping on both public and private property.

- Based on visual observation of conditions, develop a written and visual description / urban design vision plan based on the Urban Land Institute recommendations and community input including:
 1. Realistic and appropriate renovation, rehabilitation, or redevelopment of buildings – in line with market analysis and financial feasibility - to create a distinctive corridor identity;
 2. Recommendations for building, sites, and uses at each of the three commercial nodes defined by the Urban Land Institute recommendations;
 3. Identification of priority locations for design improvements that would begin to set the theme for the street and build momentum for the revitalization effort;
 4. Appropriate improvements on private and public property to enhance appearance and design vocabulary;
 5. Recommendations for area marketing and branding for each commercial node and the whole of the corridor;
 6. Development of a minimum of three (one per commercial node) site plans and three architectural conceptual renderings.

- Provide community-wide presentation(s) at 30% completion and at 100% completion
- A concise explanation of the consultant understanding of the project, its general approach to the work, the key issues to resolve, and the key deliverables
- A fee budget based on options for a \$70,000 project, including, recommended scope of work, time schedule for each phase of the work, including milestones for periodic review of the work with the York Road Commercial Revitalization Planning Team, and schedule and process of engagement of area resident and business groups.

III. QUALIFICATIONS

Proposals shall include the following:

1. A cover letter signed by the appropriate officer of the firm offering the proposal and certifying that the proposal and phased cost projections will remain in effect for 45 days after the due date. (1 page)
2. A concise explanation of the consultant understanding of the project, its general approach to the work, the key issues to resolve, and the key deliverables. (1-2 pages)
3. A fee budget based on options for a \$70,000 project, recommended scope of work, time schedule for each phase of the work, including milestones for periodic review of the work with

the York Road Commercial Revitalization Planning Team, and schedule and process of engagement of area resident and business groups. (1-2 pages)

4. Key project personnel and resumes, including any sub consultant resumes (may submit [Standard Form 330](#))
5. A description of similarly scaled projects within the past ten years and references (may submit [Standard Form 330](#))
6. Three to five examples of renderings like those that could be presented for a project like this.
7. A description of any conflicts of interest.

IV. EVALUATION

Responsibility for the selection of the Design Consultant lies with the York Road Commercial Revitalization Planning Team. The evaluation will be based upon the written proposal. The factors which will be evaluated include:

1. The specialized experience of the individual or firm and its assigned personnel on similar projects;
2. The consultant's expertise and technical approach to the project;
3. The overall quality of the consultant's recommended scope of work, schedule, and proposed phased fee budget;
4. Alignment with the previous visioning and community planning processes (i.e., [ULI Recommendations](#), [York Road SNAP](#));
5. Experience working with urban main streets and commercial districts and in community engagement;
6. The York Road Commercial Revitalization Planning Team reserves the right to invite a short list of respondents for an interview based upon review of the written submittals;
7. Concise and clear preferred over quantity.

V. RESOURCES AVAILABLE

The York Road Commercial Revitalization Planning Team will make available public maps and data for which it has access through the Baltimore City [Department of Planning](#), the [Baltimore Development Corporation](#), the Baltimore City [Department of Housing and Community Development](#) and other sources including zoning analysis, and neighborhood based survey data. Upon award, the York Road Commercial Revitalization Planning Team will provide up to date market analysis data will also provide community outreach services.

VI. TIME FRAME FOR SELECTION & COMPLETION

The following is the proposed schedule for the selection process:

Questions Due – 4:30 p.m. Friday, March 14, 2014 EST

Proposals Due – 4:30 p.m. Friday, March 28, 2014 EST

Award Contract – by Friday, April 11, 2014

Work Schedule – Meeting with York Road Commercial Revitalization Planning Team (by May 30)
Community wide Presentation at 30% (by June 30)
Final Community Presentation (by September 30)
Final Report (by October 30)

VII. ANTICIPATED DELIVERABLES

The Design Consultant shall provide one electronic and reproducible narrative report on the general analysis of conditions and the rationale for the recommended concept plans and design guidelines. The Design Consultant shall also provide one electronic reproducible urban design plan/commercial strategies plan and associated details. The conceptual renderings, designs, and associated details should be submitted in formats which can be included in the written report as well as used for public presentations and marketing materials.

VIII. INQUIRIES

All questions regarding this RFP should be referred to Erin O’Keefe via email at eokeefe1@loyola.edu between Monday, March 3 at 9 a.m. and Friday, March 14 at 4:30 p.m. EST. A summary of all questions and answers will be made available via email to all firms with inquiries by 4:30 p.m. Wednesday, March 19, 2014, EST.

VIV. SUBMISSION

The Design Consultant shall submit one copy of the proposal, in pdf via email or pdf via Dropbox, to Erin O’Keefe at eokeefe1@loyola.edu no later than 4:30 p.m. Friday, March 28, 2014, EST.

ⁱ The York Road Commercial Revitalization Planning Team is a coalition of representatives from the City of Baltimore, Baltimore Development Corporation, Govanstowne Business Association, York Road Partnership, Govans Ecumenical Development Corporation, Notre Dame of Maryland University and Loyola University Maryland who work collectively to positively impact the York Road commercial corridor from 39th Street to the City/County line.

ⁱⁱ The Urban Land Institute June 2013 public presentation recommendations can be accessed at: http://baltimore.uli.org/wp-content/uploads/2011/05/ULI-York-Road-TAP-PPS_Final-2013-06-19_220res.pdf
The Urban Land Institute Technical Assistance Panel Recommendations (2013) and the York Road SNAP (2006) can be accessed on the City of Baltimore Planning Department website at: <http://www.baltimorecity.gov/Government/AgenciesDepartments/Planning/MasterPlansMapsPublications/NeighborhoodPlans.aspx>