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Request for Proposals

City Center Economic and Market Feasibility Analysis & Small Area Master Plan

Issue Date: Monday, March 25th, 2024

Submission Deadline: **Monday, April 22nd, 2024 @ 5:00 PM MST**

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1. **Introduction:** North Logan City is seeking proposals from qualified consulting firms to conduct two key tasks related to the buildout of a City Center within North Logan City. These tasks include a City Center Economic and Market Feasibility Analysis along with the development of a corresponding Small Area Master Plan. The purpose of this project is to provide a comprehensive understanding of the local and regional economic landscapes and market dynamics to support the development of a corresponding Small Area Master Plan for the City Center.
2. **Background:** North Logan City is a vibrant community located in the heart of Cache Valley, Utah. The City's City Center has been envisioned between 100 East and 500 East, and between 1700 North and 2400 North. This area was originally envisioned in 2013 as a focal point for a future "Downtown" area to include mixed use commercial, residential, and recreational activities (see the City's [2013 General Plan](#) and [City Center Zoning Ordinance](#)). However, in recent years the City has identified a need to reassess the economic vitality and overall feasibility of the original vision, and adjust the vision and expectations as needed to meet market realities. Ultimately, through this effort, the City hopes to develop an updated vision and plan that is rooted in realistic expectations and economically viable outcomes.
3. **Anticipated Scope of Work:** North Logan City welcomes proposals for a scope of work intended to meet the overall intent of the desired outcomes. Some tasks could include those from the following list, but may be adjusted to match a consulting team's proposal:
 - a. Conducting an Economic and Market Feasibility Analysis:
 - Perform an evaluation of the city's current City Center vision and implementation tools such as the associated zoning classifications, development regulations, and design standards. Following this evaluation, identify strengths, weaknesses, opportunities, and threats (SWOT analysis) related to the existing City Center vision.
 - Assess current economic trends and market conditions within the environs of the City Center along with the surrounding regional influence areas.
 - Analyze demographic data, consumer spending patterns, employment trends, and other relevant factors.
 - Evaluate the demand for various types of commercial, residential, gathering spaces, and recreational amenities within the City Center.
 - Conduct a competitive analysis of neighboring areas and identify market gaps and opportunities.
 - Assess the feasibility/viability of the existing City Center zoning classifications as well as other potential development patterns or projects based on market demand and financial viability.
 - b. Developing a Small Area Master Plan:
 - Collaborate with city officials, stakeholders, and community members to evaluate the City Center's current goals and objectives. Through this collaboration, either reaffirm existing goals and objectives or establish new targets to facilitate a viable

City Center (as influenced by the outcomes of the Economic and Market Feasibility Analysis).

- Create a conceptual framework and master plan for future land use, connectivity, infrastructure, wayfinding, placemaking, and public gathering space improvements.
- Provide recommendations for zoning amendments, design guidelines, incentive programs, etc., to support the implementation of the master plan.

4. **Deliverables:** The consulting firm shall deliver the following items as part of this project:

- a. Comprehensive Economic and Market Feasibility Analysis Report.
- b. Small Area Master Plan Document, including maps, illustrations, policy recommendations, and any other materials needed to document the plan.
- c. Presentation materials for public meetings and stakeholder workshops.
- d. Any additional documentation or data collected through the course of the project.

5. **Proposal Requirements:** Interested firms are requested to submit proposals containing the following information:

- a. Firm Qualifications: Provide an overview of the consulting firm's experience and expertise in economic development, market analysis, urban planning, small area master planning, and similar projects.
- b. Project Approach: Outline the methodologies and approaches that the firm will utilize to conduct the Economic and Market Feasibility Analysis and develop the Small Area Master Plan.
- c. Team Composition: Identify key personnel who will be involved in the project, along with their relevant qualifications and experience.
- d. Work Plan: Present a detailed work plan, including timelines, milestones, and deliverables for each phase of the project.
- e. References: Provide references from past clients for whom similar services have been provided.
- f. Cost Proposal: Include a detailed budget proposal outlining all costs associated with the project, including labor, expenses, and any additional fees.

6. **Proposal Submission:** Proposals must be submitted electronically by no later than [Monday, April 22nd, 2024] to the following contact via email:

Scott Perkes, AICP
Community Development Director
sperkes@northlogancity.org

7. **Evaluation Criteria:** Proposals will be evaluated based on the following criteria:

- a. Firm and Team Qualifications and Experience (25%)

- b. Project Approach and Methodology (25%)
 - c. Work Plan and Timeline (15%)
 - d. Cost Proposal (35%)
- 8. **Selection Process:** The selection of the consulting firm will be made by a review committee appointed by North Logan City. Shortlisted firms may be invited to participate in interviews or presentations as part of the evaluation process. The final selection will be based on the overall quality of the proposals and the best value for the City.
- 9. **Timeline:** The anticipated timeline for this project is as follows:
 - a. Proposal Deadline: **Monday, April 22nd, 2024 @ 5:00 PM MST**
 - b. Consultant Selection: [Friday, May 3rd, 2024]
 - c. Project Kickoff: [Mid-May 2024]
 - d. Completion of Economic and Market Analysis: [Mid-July 2024]
 - e. Completion of Small Area Master Plan: [Early October 2024]
- 10. **Additional Information:** For any questions or clarifications regarding this RFP, please contact Scott Perkes, North Logan City Community Development Director at sperkes@northlogancity.org.

North Logan City reserves the right to reject any or all proposals received, to negotiate modifications to proposals, and to waive informalities or irregularities in the proposals received. This RFP does not commit North Logan City to award a contract or to pay any costs incurred in the preparation of a proposal.

Thank you for your interest in partnering with North Logan City on this important project.

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