

**City of Boulder RFP No. 19-2010**  
**Diagonal Plaza Redevelopment Analysis**  
ISSUE DATE: June 18, 2010  
PROPOSAL RESPONSES DUE: July 30, 2010

**City of Boulder Answers to RFP Questions**  
**July 9, 2010**

**Study Area**

- 1. What are the specific properties that are to be included in the study area? Are Sol Azteca, Firestone, the Boulder Cork and Naropa included in the area? Could you provide a map of the study area?**

The study area is comprised of 15 properties, including the Diagonal Plaza shopping center (see attached map). The area is generally bounded by the Diagonal Highway, Glenwood Drive, 28<sup>th</sup> and 30<sup>th</sup> Streets with several properties that provide context or may benefit from circulation improvements.

**Economic Analysis**

- 2. How much detail is expected with the Phase I deliverables? Are the market analyses and valuations expected to be more appraiser oriented or developer oriented? Is the City expecting a detailed “appraisal” level report including such things as a macro and micro market economic analysis and detailed comparative analysis, or is the expectation more of developer level opinion?**

The City is not requesting a detailed appraisal level report for Phase 1. We are interested in a preliminary economic analysis to inform decision making regarding potential redevelopment of the site under alternative scenarios (in other words, a developer level opinion). The Phase 1 submittal should include a preliminary analysis of estimated market values and redevelopment feasibility, as well as estimated costs and feasibility of property assemblage, as described in the RFP.

**Redevelopment Scenarios**

- 3. How extensive and to what level would the City like the three redevelopment scenarios? What level of detail in design do you expect to create realistic scenarios and to prove compliance with City Standards and the Land Use Regulations? While we realize in either case the scenarios would be conceptual and preliminary, but should the analysis be based on general density projections by applying FAR ratios or is the City expecting more specific site plans to depict the scenarios? Should**

**the development scenarios be purely numbers based, or would the City like “glossy” presentation level site plans and images to communicate a strong vision for the property?**

In the evaluation of redevelopment options for Phase 1, the City is requesting a level of detail necessary to develop the economic analysis requested. To serve this function, the scenarios should include a conceptual site plan to test “fit” on the site; estimated square footage by use type; and estimated dedication of land to circulation and public space uses. We are not requesting or expecting presentation level site plans and images to communicate a vision at this point, although we will be looking for consultants with experience in envisioning, analyzing, planning, designing and/or developing community retail centers and districts that reflect the parameters outlined in the “Preliminary Criteria for Success” attached with this *Answers to RFP Questions* document. Scenarios should be realistic and informed by the City’s land use regulations (for example, the fact that the city has a height limit of 55 feet in its City Charter), but it is not necessary to prove compliance.

#### **Phase 1 Time Period**

- 4. The RFP mentions a three week schedule for completion of Phase I - Economic Analysis and Evaluation of Options. Depending on the ultimate level of expected detail per the above questions, the scope of the Phase I could take significantly longer than three weeks. If the City is requesting more detailed deliverables, would the City consider extending the deliverable time period for the Phase I work? Is there any flexibility in the three week time frame for step 1? More time would provide for more accurate and detailed analysis and information. Three weeks will yield less detail. Is this schedule tied to any key public meetings or decision points?**

The City is requesting a level of detail and scope of work for the Phase 1 analysis that can be completed in a three week period. While a more detailed analysis may be desired by the City at a later date, the City requests that this Phase 1 work be completed in a timely manner so that it may promptly determine whether to proceed to the next steps for this project, including the Phase 2 blight study. We recognize that some flexibility may be required as the specifics of the scope of work are finalized in collaboration with the selected consultant or team, but we wish to emphasize that ability to complete the analysis in a prompt, timely and professional manner will be a significant consideration in the selection process.

## Miscellaneous

- 5. Is a time and materials proposal with a not to exceed limit required? May the respondents propose a fixed fee for the base scope of work, but still provide billing rates to use as the basis for additional scope?**

The City requests the consultant to provide the fees for the services proposed, with a fixed fee stated. The consultants may identify other options for billing (e.g., billing rates with a maximum fee) if desired.

- 6. Has a budget or budget range been established for this project? If so, can you tell me what it is?**

At this early stage, no specific budget has been established for this project. Cost will of course be an important factor in the selection process, but is not the sole factor. We are interested in selecting a consultant or team with the necessary skills and experience to deliver a reliable analysis in a prompt manner at a reasonable cost.

- 7. Who is on the selection committee?**

The selection committee will be comprised of City of Boulder staff, including the Executive Director of Community Planning and Sustainability, the Economic Vitality Coordinator, the Senior Urban Designer, and the Senior Financial Manager. The final selection committee will be confirmed during the week of August 2.

- 8. Will the location of the prime consultant be considered in the evaluation criteria and to what extent?**

No, except that familiarity with the Boulder market is helpful.

- 9. Is there a list of consultants who have been contacted or have expressed an interest in this project? If so, could I get a copy of this list?**

A list of all registered planholders for RFP 19-2010 has been posted on the city's web site, [www.bouldercolorado.gov/purchasing](http://www.bouldercolorado.gov/purchasing) .

- 10. Has a past consultant(s) who has done work for the City been asked to pursue this opportunity as well? If so, which consultant(s)?**

This is an open formal solicitation. No consultants have been pre-screened or pre-selected for this RFP. In compliance with internal guidelines, the City has advertised this RFP on the city's web site, in the Daily Camera, and in Denver-based Plan Rooms.

**11. Who has done this type of work recently in your area?**

Qualified economic and/or planning consultants have completed this type of work throughout the Denver metropolitan area.

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## **Redeveloping Diagonal Plaza as a Green Retail District**

**PRELIMINARY CRITERIA FOR SUCCESS** / Working Draft July 2010

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*Goal: Establish a new paradigm for the design, development and management of community shopping centers in Boulder in a manner that advances our community's goals related to economic, social and environmental sustainability.*

### **Retail Uses / Sales Tax**

- Make the highest and best use of a significant area of commercially zoned land (designated “community business” in the Boulder Valley Comprehensive Plan)
- Prioritize retail uses that meet unmet needs in the existing mix of retail opportunities in Boulder

### **Connectivity**

- Extend the street grid and pedestrian/bicycle connections to and through the site so that it functions as part of an area rather than an island
- Create clear relationships between the shopping area and adjacent uses and neighborhoods

### **Public Space**

- Create a “there” there—a destination civic space where people can congregate and spend time apart from “just shopping”
- Create active, lively street frontages
- Avoid large surface parking lots
- Incorporate public art

### **Mixed Use Neighborhood District**

- Incorporate other uses in the site, particularly housing, potentially in the form of live/work spaces that could contribute toward the district's commercial life, create affordability, and provide a housing type not widely available elsewhere in the city

### **Environmental Sustainability**

- Incorporate comprehensive transportation demand management strategies to provide incentives for use of alternative transportation modes for people traveling to the site, including walking, biking and transit
- Incorporate renewable energy sources to the maximum extent feasible, including active and passive solar and ground source cooling/heating with the goal of creating a net-zero development
- Use low impact development techniques to manage stormwater onsite
- Incorporate significant landscaping to reduce heat island effects, manage stormwater, and contribute to the district's attractiveness and livability