



Request for Qualifications – University District *Commercial Revitalization Plan*

Project Statement

This Request for Qualifications (RFQ) seeks a consultant or consultant team to facilitate a visioning process with University District (UD) business stakeholders to identify short and long-term actions that promote a unique and vital commercial district and enhance the University district business community. Work will result in a *Commercial Revitalization Plan*, which outlines strategies focused on business organizational development, land use and retail development, public safety, and other issues.

The University District *Commercial Revitalization Plan* is part of the *University District Livability Partnership*—a multifaceted community planning project that includes three key elements: 1) the University District *Commercial Revitalization Plan*, 2) an urban design/land use study, and 3) the intent to create new partnerships between community stakeholders, government agencies and the University of Washington to work together for the betterment of the U District long-term.

Electronic submissions are due by 5:00 p. m. on Friday, March 30, 2012 to Louise Little at lwlittle@uw.edu.

Summary

As a participant of the City of Seattle's *Only in Seattle* (OIS) neighborhood business district revitalization program, University District stakeholders have convened a steering committee comprised of business and property owners, leaders of educational institutions, and UD Chamber of Commerce members and staff to organize around a common vision, set of goals, and strategies for the commercial district. This steering committee is working closely with the City's Office of Economic Development (OED), the Department of Planning and Development (DPD), and the Department of Neighborhoods (DON) to produce a *Commercial Revitalization Plan* that can both identify actions for the business community to follow and inform policymakers in their decisions. This is a collaborative effort that will also dovetail into DPD's Transit Community Land Use Study for the UD. This study will recommend and review strategies that integrate future development and urban design elements. This partnership has been named the *University District Livability Partnership*.





Key Objectives

- Create a vibrant and robust commercial business district;
- Publish a set of actionable strategies to address organizational development and leadership, retail and business development, public safety and marketing and promotion for the district;
- Understand how land use changes can complement or enhance the unique attributes of the U-District business district; and
- Demonstrate successful working relationships between stakeholders—including both public and private partners—to work together for the betterment of the U-District commercial business district.

Tasks

- Facilitate all leadership and steering committee meetings and stay informed of the progress of the work groups;
- Provide all administrative and logistical details for the leadership and steering committee meetings;
- Draft final report as well as assemble graphics and conduct any research that is associated with the recommendations; and
- Use previous studies to inform the recommended end product. This includes review of the *Pioneer Square Revitalization Plan* and the *Broadway Action Agenda*.

Required Qualifications

- Have a background in business organizational development and business district revitalization work, as well as possess knowledge of urban planning and land use. Consultant or Consultant team will be required to provide specific examples of past work for other business districts;
- Be familiar with OED's *Only in Seattle* business district revitalization program and investment approach; and
- Have a local office and staff that can be dedicated to this work.

Timeline

March 16, 2012 – RFQ Released

March 30, 2012 – RFQ Due

April 15, 2012 – Consultant Contract Finalized

May 1, 2012 – Begin Facilitation Meetings

October 1, 2012 - Draft Report Due

1st Quarter 2013 – Final Report Due

