

REQUEST FOR QUALIFICATIONS

February 2020

Seeking Consultant Services for the Northeast Pioneer Square Framework Plan

BACKGROUND INFORMATION

The Alliance for Pioneer Square 501 (c)(3) requests **Statements of Qualifications** from consultants to support the Northeast Pioneer Square Framework Plan

PROJECT OVERVIEW

The eastern part of Pioneer Square roughly encompasses the blocks between Yesler Way, 2nd Avenue Extension S, 4th Ave S, and S Jackson St. The area is home to a variety of businesses, art galleries, artist studios, and social services. Residents vary in social demographic make-up and live in a variety of housing types from market rate to subsidized housing.

Major transit and auto access in this area provides crucial access to the city and region. This concentration of buses and traffic essentially cuts off streets from other parts of Pioneer Square and downtown. Public spaces are mostly dark and underutilized coupled with a lack of police presence and enforcement. The area lies on a slope which poses difficult ADA access to reach transit and services. Additionally, the retail landscape is further challenged with theft and vandalism.

Attempts to address issues in this area have been sincere and ongoing, yet disjointed and under resourced. 2nd & Yesler was identified as critical to address in the 1998 Pioneer Square Neighborhood Plan. In 2016, the Alliance for Pioneer Square undertook a project with funding from the Department of Neighborhoods to create a concept plan for public spaces in Pioneer Square. The *Pioneer Square Parks and Gateways* plan helped set the stage to restore the vibrancy of Pioneer Square's parks and open spaces.

Developing a long-term vision for this area, will require thoughtful designs, socioeconomic change and dedicated, progressive stakeholder engagement.

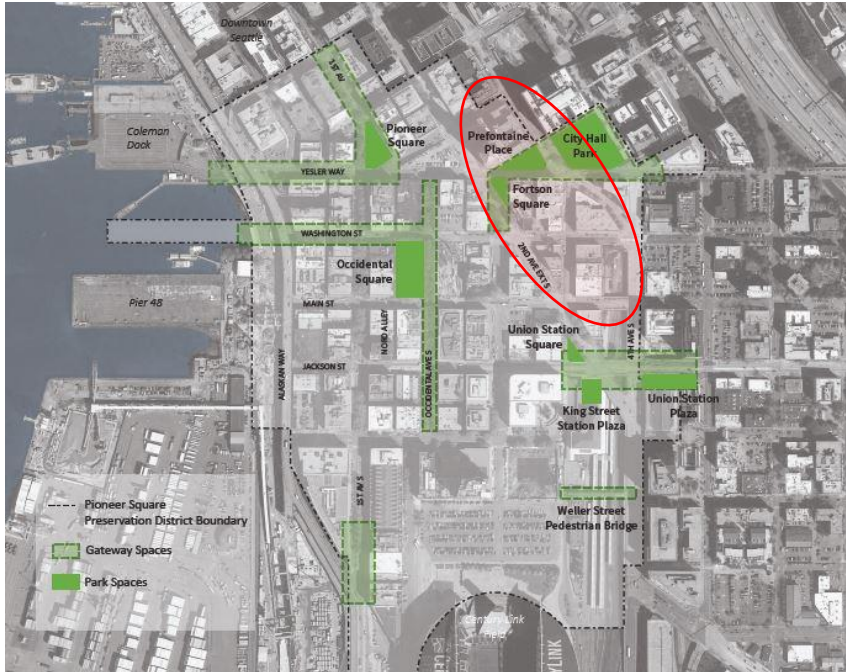
WHY NOW?

We have identified 2020 as the time to move forward with this work as opportunities and interest is at an all-time high. There are several planning initiatives and developments currently in process that will impact the area. Some pieces, like the Pioneer Square Parks & Gateways Concept Plan, Fortson Square CPTED report, and the recent Public Space Public Life Study are already in place. Now is the time to pull these and other efforts together and develop a vision for a safer, better connected, healthier space for the diverse populations that live, work, spend time and pass through this part of Seattle. A cohesive framework plan will tie together planning efforts to leverage opportunities and to ensure that displacement is minimized. Listed below are several past, current, and future efforts:

- King County Civic Campus Master Plan (King County)
- Courthouse Vicinity Improvement Committee (King County)
- 410 Second Ave S development (Chief Seattle Club)
- Fortson Square Design (Chief Seattle Club, SDOT, Alliance)
- Fortson Square CPTED Report (Seattle Neighborhood Group)
- Prefontaine Fountain, City Hall Park, 3rd Avenue design and connections (Seattle Parks)
- 123 Third Ave S/Canton Lofts development (Nitze Stagen)
- Pioneer Square Transit Entrance Headhouse (Sound Transit)
- Yesler Crescent Public Space Public Life Study (SDOT)
- Civic Square (Bosa Development)

- Frye Apartments building renovations (LIHI)
- Third Avenue Transit Corridor Improvements Project (King County, SDOT)
- Third Avenue Design Vision & Quick Wins (Downtown Seattle Association)
- Imagine Greater Downtown (SDCI, SDOT)
- and more

PROJECT AREA



STRATEGY

The critical driver for this project is pulling together a diverse group to agree upon a shared vision and goals. With inclusive public outreach, the consultant will work on the following:

Strategy		2020
<i>Tasks</i>	<i>Notes</i>	<i>Estimated Timeline</i>
Public Outreach & Visioning	work with Steering Committee, stakeholders in area; reach marginalized populations	Throughout planning process
Research	information gathering	Q1
Project Area Assessment	housing, retail, demographics, historic preservation, development potential, transportation & mobility, public realm, etc.	Q1-Q2
Develop Plan	comprehensive framework and action plan for the area	By end of 2020

Public Outreach & Visioning

The Alliance for Pioneer Square will work closely with the consultant to form the steering committee and develop a public outreach plan. A diverse group representing the various stakeholders in the project area will comprise the Steering Committee (5-8 people). The committee will help guide the project through the various project stages: public outreach, visioning, and developing actions items.

Given the complex nature and various stakeholders, this project calls for an extensive public outreach plan that closely coordinates with existing projects including those under Seattle Parks and Recreation and King County. Identified stakeholders include ground floor business and upper floor office representatives, building owners, residents in surrounding buildings, human service providers including LIHI, DESC, Chief Seattle Club and more, Impact Hub, Downtown Seattle Association, King County, Sound Transit, and City of Seattle staff.

This part of Pioneer Square is complex in nature and serves a variety of people of every socioeconomic level. Social equity will be at the forefront, and other topics include the impacts of gentrification and how to make the area feel safe and more welcoming to all users while not discouraging use by marginalized populations. The project will include a cohesive outreach strategy, with a combination of formats to reach all potential users and interested parties.

The public outreach process will focus heavily on developing a long-term vision for the area. Based on community input, the vision will inform the project and action steps.

Research & Information Gathering

The consultant will analyze the various planning efforts: past, current, and future. Developing a solid understanding of historic preservation efforts and guidelines will be important for the consultant to inform the project and action items.

Project Area Assessment

The following areas are proposed to study and incorporate into the action plan:

- economic development & retail environment
- public realm & open space
- transportation & mobility
- land use
- public safety (include developing a CPTED study of the area)

BUDGET & DELIVERABLES

- Estimated \$105,000 in consultant fees. Funding comes from a grant from Historic South Downtown.
- Framework Plan & Next Steps

SELECTION PROCESS

- Evaluation of all firms submitting their qualifications. Statement of Qualifications will be scored based on evaluation criteria described below.
- Top scoring firms will be invited to interview. The interviews will be an opportunity for consultants to expand on their team's qualifications and relevant experience.

EVALUATION CRITERIA

Selection of a consultant will be based on both the quality of the candidate's past work and their approach to the project. Consideration will be given to consultants with demonstrated successful experience in completing projects of similar type and scope. The following criteria will be used for evaluating Statements of Qualifications and selecting finalists:

- Experience facilitating participatory visioning and planning processes
- Experience completing projects of similar complexity, scale, and budget
- Demonstration of completing plans with appropriate visuals

- Experience working in historic districts; familiarity with Pioneer Square and on-going planning projects
- Ability to work with public and private stakeholders in a high-profile environment
- Overall quality of submitted Statement of Qualifications

The Alliance for Pioneer Square will not discriminate against any respondent because of race, religion, creed, age, color, sex, marital status, sexual orientation, gender identity, political ideology, ancestry, national origin, or the presence of any sensory, mental, or physical handicap, unless based upon a bona fide occupational qualification.

The selected consultant must be licensed to do business in the State of Washington and the City of Seattle, and provide proof of current professional liability insurance policy.

SUBMISSION REQUIREMENTS

Statement of Qualifications shall include the following:

1. Letter of Interest: Include contact person, mailing address, email address, and phone number
2. Approach:
 - a. Describe your firm or team's approach to projects of similar scope
 - b. Describe your firm or team's project management approach particularly as it would apply to this project
3. Project Staff: Identification of the lead principal/project manager for the project, staff that will be assigned to the project and their respective roles. Include resumes for assigned individuals.
4. Portfolio: Provide examples of past projects
5. References: References for each of the projects cited above, including the project name, client, and client's project manager or contact person.

DEADLINE / CONTACT INFORMATION

Each applicant shall provide one electronic copy of their Statement of Qualifications to the following address no later than Tuesday, March 17, 2020 4PM, PST.

Please contact info@pioneersquare.org with any questions.