

REQUEST FOR PROPOSALS FOR CONSULTING SERVICES

UNION TOWN CENTER MIXED-USE DISTRICT

A. Project Description

The Boone County Planning Commission is soliciting sealed bid proposals to hire a real estate consultant(s) specializing in mixed-use development in order to prepare and execute strategies for the first phase of development in the Union Town Center District in Union, Kentucky. This work is part of an initiative to implement the recommendations of the *2000 Union Town Plan*, adopted by the Boone County Planning Commission, the City of Union and the Boone County Fiscal Court. In addition, such work would complement the marketing and design efforts created by the Boone County Planning Commission and KZF Incorporated in 2007.

B. Community Background

The City of Union is located in the geographic center of Boone County and is poised for development. It is in close proximity to downtown Cincinnati and the Cincinnati/Northern Kentucky International Airport. Union has the highest per capita income and has experienced the highest growth rate in the county in the past 6 years. The 3,479 population estimate in 2006 represents a 16.8% increase from 2000. Union has a median age of 32 and an average family size of 3.55 persons per household. Median family income was \$85,859 in 2000 compared to \$61,114 for the county. Union is located in a county that has been ranked in the top 100 of the fastest growing counties in the nation.

C. Current Plans/Studies

The *Union Town Plan* recommends a walkable town center where people can live, work and recreate in the same neighborhood. It includes a detailed Land Use Plan and special zoning provisions to achieve a mixed-use town center style of development. The adopted Land Use Plan projects 10,000 residents on 1,850 acres. Already, over 1,600 housing units and almost 15 acres of business use have been approved in the *Union Town Plan* area.

D. Description of Union Town Center Mixed-Use District

The Union Town Center Mixed-Use District is planned to be an area of office, residential and retail activity with buildings located close to the sidewalk, hidden parking areas, attention to streetscape and architectural guidelines. The planned town center, comprising of 90 acres, is a major undeveloped area in the plan. It is strategically positioned at the future junction of 2 five-lane arterials, which eventually connect to I-75. One of the roads, U.S. 42, is projected to support a daily traffic volume of 35,000 vehicles by 2030. For further information about the Union Town Center Mixed-Use District, visit www.boonecountyky.org/pc.

E. Project Scope of Work

The Boone County Planning Commission is interested in hiring a real estate consultant (firm or individual) specializing in mixed-use developments to perform the following tasks:

Task One: Create a detailed socio-economic and housing profile for the City of Union and the surrounding area (within 1.5 miles of the town center mixed-use area) to be used in recruiting certain businesses and developers in the new mixed-use district. This includes the immediate trade area (1.5 miles from the new mixed-use district), the primary trade area (up to 3 miles from the mixed-use district) and any secondary trade area (beyond 3 miles from the mixed-use district).

Task Two: Identify the specific retail, office and housing needs or uses that should be promoted in the Union Town Center Mixed-Use District. This work includes updating and providing further detail of the original market study performed by Marketing Developments, Inc. as part of the *Union Town Plan*.

Task Three: Meet frequently with the larger land owners within the Union Town Center Mixed-Use District to identify development issues, to determine land availability and to advise them in marketing their properties according to the 2007 vision effort.

Task Four: Identify and assertively contact potential developers, both regional and national, who may be interested in investing in the Union Town Plan Mixed-Use District.

Task Five: Assist the Planning Commission in holding an open house event to promote development in the Union Town Center Mixed-Use District. Invite potential developers and financial lenders and highlight opportunities for creating a new mixed-use market, new urbanist center or neighborhood business district.

Task Six: Identify public improvements (e.g. streets, utilities, sidewalks, streetscape features, parking lots and other amenities) and ways to finance those improvements in order to attract private investment in the new business district (e.g. tax increment financing district, public-private partnership). Advise and guide the City in pursuing these types of mechanisms.

In addition, the selected consultant shall provide updates and meet with the Union Visioning Committee and the Union City Commission at least twice during the length of the contract. All work shall meet the satisfactory requirements of the Boone County Planning Commission, the Union Visioning Committee and the Union City Commission.

F. Products

The consultant shall provide written text, photos, graphs, charts, etc. in a suitable electronic format for Tasks One, Two and Four. A written report documenting all work performed for Tasks Three, Five and Six is required. All materials produced by the consultant shall be provided to the Planning Commission in an electronic format in order to be placed on the City of Union's web page and in local, regional and national publications. Dates to submit this information will be determined by the Planning Commission.

G. Planning Commission Responsibilities

The Planning Commission shall provide the following information to the selected consultant:

1. A copy of the *Union Town Plan*.
2. A copy of the marketing and design materials of the Union Town Center Mixed-Use District.
3. Provide appropriate development plans for individual sites and existing market studies.
4. Provide GIS information of the Union Town Center Mixed-Use District.
5. Keep the consultant informed of project schedule and progress.
6. Determine meeting locations and a facility to hold the open house event with coordination from the City of Union.

H. Schedule

All work by the consultant shall be ongoing and completed by no later than **December 31, 2008**.

I. Qualification Requirements

The Boone County Planning Commission is interested in hiring a consultant (firm or individual) with real estate experience and background in the fields of retail, office and residential development and shall be knowledgeable of state and local development incentives. Specifically, the Planning Commission wishes to hire a consultant with a real estate background that specializes in recruiting retail, office and residential developers, particularly to town center business districts and have familiarity with new urbanism concepts. This is a wonderful opportunity for a firm or individual to assist a community in creating a new downtown and an economic center for future residents and businesses.

J. Selection Criteria/Proposal Submittal Requirements

The following criteria will be used to evaluate each proposal:

- 1) Total cost of proposal and breakdown of costs by project task
- 2) Description of methodology used for Tasks One to Seven
- 3) Experience of the consultant or firm with similar projects - project examples
- 4) Satisfactory references - consultant shall provide a minimum of four
- 5) Successful and timely completion of previous projects

- 6) Previous and successful work experience (if any) with the Boone County Planning Commission
- 7) Knowledge of local and state economic development incentives and public financing tools
- 8) Qualifications of firm and staff to be used on the project
- 9) Schedule of work tasks

Note: All firms are required to provide information pertaining to the above items which will serve as a basis for evaluating each proposal.

Each consultant shall provide a total cost and breakdown for providing technical assistance based upon each task. These costs shall be fixed. Other fees shall be stated as options.

K. Selection Process

Consultants will be selected based upon thorough review of all proposals and a recommendation will be made from Executive Director to the full Planning Commission. The Boone County Planning Commission will make the final decision.

L. Proposal Acceptance

Upon selection of a qualified consultant by the Boone County Planning Commission, the consultant will enter into a written agreement or contract outlining specific work tasks, final schedule and payments. In addition, the contract will include work performance requirements for each task and possible renewable options/dates. The selected consultant understands that the submitted Request for Proposal does not constitute an offer or a contract with a consultant. The Boone County Planning Commission reserves the right to reject any or all proposals, to abandon the project or to solicit and re-advertise for proposals. The Planning Commission may also waive any informalities or irregularities contained in a proposal or in a manner of its submittal and award a contract thereafter. This project is considered to be providing professional services to the Planning Commission.

M. Proposal Submittal and Deadline

Three sealed paper copies of the submitted proposal shall be forwarded to the Boone County Planning Commission at the address below by **no later than 5:00 p.m. (e.s.t.) on April 3, 2008.**

Kevin P. Costello, AICP
Executive Director
Boone County Planning Commission
P.O. Box 958
Burlington, KY 41005
(859) 334-2196

All submitted proposals to be considered shall be received in the office of the Boone County Planning Commission by the above date and time. Any proposal received after the designated date and time will be disqualified. **No electronic version of a proposal will be allowed.**

N. Inquiries

Questions concerning the project tasks and proposal submittal process shall be directed to Kevin P. Costello, AICP, Executive Director, Boone County Planning Commission at (859) 334-2196 or by e-mail at kcostello@boonecountyky.org. Questions about the *Union Town Plan* can be directed to Dave Geohegan, AICP, Director of Planning Services at (859) 334-2196 or dgeohegan@boonecountyky.org.