Downtown Investment Authority

MEMORANDUM

TO: Greg Pease
Chief of Procurement Division

FROM: Lori Boyer LNB
Downtown Investment Authority, CEO

SUBJECT: Request for Proposal: Downtown Design Guidelines

DATE: January 06, 2020 P-15-20

Please take appropriate action to issue a Request for Proposal (RFP) for the referenced professional services.

The following information is furnished in accordance with chapter 126.302 of the City Ordinance Code.

1. The general purpose of the service or study:

   The DIA is seeking an established Consultant/Consultant Team (herein after referred to as "Consultant") for an update of the Downtown Design Guidelines adopted as part of the DIA's Business Investment and Development Strategy. An update is necessary to reflect recent changes to the Downtown section of the Zoning Code (Chapter 656, Part 3, Subpart H).

2. The Objective of the study or services:

   Generally, the objectives of the services are to:
   - **Ensure conformity with the recently adopted Downtown Zoning Overlay contained in Chapter 656, Part 3, Subpart H of the Jacksonville Code of Ordinances; and**
   - **Refine the guidelines to articulate both the purpose and intent of the regulations as necessary to provide direction to developers and focus for reviewing entities and staff;**
   - **Update Downtown Overlay District references through text and maps; and**
   - **Incorporate various studies preciously prepared for DIA for specific geographical areas or topics as necessary to provide direction to developers and focus for reviewing entities and staff.**

3. The estimated period of time needed for the service or study:

   Six months with an optional three month extension.

4. The estimated cost of the service or study:
   Up to ninety thousand dollars ($90,000).

5. Whether the proposed study or service would or would not duplicate a prior or existing study or service:

   Not Applicable.

6. List of current contracts or prior services or studies which are related to the proposed study or service.

   Not Applicable.

7. A statement as to why the service/study cannot be done by department or agency staff:

   The City cannot perform this service due to lack of personnel and expertise.

8. The **names** and **telephone numbers** of **two** representatives from the using agency designated to serve on the evaluation committee as subcommittee members

   Lori Boyer, DIA Chief Executive Officer
   Lori Radcliffe-Meyers, DIA Redevelopment Coordinator

9. A project funding account number

   To New Index Code: BT From DIAD011DIA and DIAD18A0003

10. The **names** and **email addresses** of **specific consultants** the using agency wishes to be included in the solicitation process.

    Allan J. Iosue
    Director – Business Development and Marketing
    Haskell Company
    Allan.iosue@haskell.com

    Ray Spofford
    Vice President – Director of Planning
    ETM
    SpoffordR@etminc.com

    Joey Duncan
    Director, Civil Engineering
    POND
    DuncanJ@pondco.com

Tony Robbins
Senior Planner
Prosser, Inc.
TRobbins@prosserinc.com

Michael Coffey
RS&H
michael.coffey@rsandh.com

11. A signed statement to the effect the individuals responsible for developing the scope and Certification letter and the two individuals named herein to serve as subcommittee Members, have read and understand the Procurement Manual and Procurement Committee Guidelines dated August, 2013

    (See: http://inside.coj.net/op/pr/default.aspx)

_____

Lori Boyer, Chief Executive Officer, Downtown Investment Authority
Sub-committee Member Signature

Attachments: Scope of Services
Minimum Qualifications
Scoring and Evaluation Criteria
Executed DIA Resolution