

MEMORANDUM

To: Interested Applicants

From: Division Design Committee

Date: December 1, 2014

RE: Request for Proposal to Create Division Design Guidelines (from 11th-60th)

To inform future development patterns along Division, address community and recent neighborhood concerns, and contribute to the current Comprehensive Plan update and related planning efforts, the Division Design Initiative and associated Division Design Committee is working to create design guidelines for SE Division Street for the area of 11th-60th.

Background, Purpose & Need

With the creation of the Division Vision Coalition in 2001 came an infusion of energy from nearby neighborhood associations and the Division/Clinton Business Association intent on breathing new life into the Division Corridor. This Coalition helped shape what later became the Division Green Street/Main Street Plan, which was adopted by the City of Portland in 2006. Early goals from 2001 and the adopted 2006 Division Plan are relevant today: a green, main street that is economically, environmentally and socially vibrant and sustainable. The group hoped to work toward an evolving corridor filled with a mix of new and existing buildings, sustainable, well designed and well crafted, spaces to meet and greet, and an environment designed to support local businesses, both new and old.

The redevelopment of Division, begun prior to the recession in 2008, following the Division Green/Main Street zoning update, has recently surged with the return of the multi-family market over the last 18-24 months, significantly changing the look, feel and character of the street and neighborhood in both positive and negative ways.

The surrounding community and adjacent neighbors have expressed a number of concerns with the changes this development has brought about. These broadly include, but are not limited to: concerns about new buildings which are not consistent in scale, quality and architectural character with the existing main street neighborhood architecture, the loss of privacy and solar access for neighbors adjacent and behind the new buildings, the loss of affordability brought about by gentrification/increased property values and the extremely tight rental market, the potential loss of local businesses, and increased congestion and parking impacts along and adjacent to Division.

In response to rising concerns about lack of community input, the Division Design Initiative was launched in December 2013 to give the surrounding Division neighborhood more of a voice in the future of Division. Building on the work of the Division Vision Coalition and the Division Plan, a Division Design Committee with elected and appointed representatives from more than six different community organizations was formed to 1) help make recommendations for how to address design issues and concerns and 2) to make further recommendations for implementation of the Division Green Street/Main Street Plan. After 9 months of research, community engagement and monthly public meetings, this group is moving forward with creating design guidelines. Due to the considerable time investment necessary to write, research and further develop the design guidelines, this group is seeking a trained design professional to provide technical assistance with the policy, design and community process to develop these resources.

REQUEST FOR PROPOSAL DIVISION DESIGN GUIDELINES

The Division Design Initiative's Division Design Committee (DDC) is currently seeking the services of a qualified design professional who can work collaboratively with the community to provide technical support for the drafting of design guidelines. The DDC will work with chosen consultant(s) to confirm budget and scope and establish a formal contract with deliverables and schedule.

Design Guidelines Project Scope

The project scope includes creating a design guidelines booklet for SE Division Street for the area between 11th and 60th, paralleling the scope of the Division Main Street/Green Street Plan.

Attachments A and B illustrate some initial concepts and content these guidelines might address including but not limited to:

- public and private improvements
- architectural character
- building form and massing
- relationship to context and adjacent development
- preferred building materials
- preservation of historic or culturally important buildings
- streetscape, pedestrian amenities, landscaping, and public art
- parking, access, and loading
- recommendations for incentives and regulatory approaches to aid in the implementation of the guidelines
- other priority topics identified by the Division Design Committee, RNA, HAND, STNA, MTNA and DCBA

Purpose & Goals

- Create Design Guidelines consistent with the goals and area addressed by the Division Green Street/Main Street Plan (11th-60th)
- Clearly articulate the neighborhood design goals and community design preferences for Division Street
- Improve compatibility of new development with existing neighborhood/business context
- Improve processes for neighborhood/business engagement with developers working on or near Division Street
- Provide the Division community and adjacent neighborhoods with design tools, resources and terminology to more effectively advocate for community design priorities and preferences
- Reduce neighborhood and/or business association conflicts and improve overall planning and community process with architects, developers and project applicants by providing clear direction on community goals and design preferences
- Give the community a better voice in design and future development so that they can help to shape this change to reflect the community's values as the Division corridor evolves
- Create design guidelines that can be used not only for the Division corridor but also as model example for other neighborhoods in the city and other communities that are facing similar issues

Solicitation & Proposals by Interested Consultants

Notice of the DDC's intent to hire the above-described professional(s) will be disseminated by word of mouth by interested members of the DDC, and announced at neighborhood meetings and via the RNA, HAND, DDI, DCBA, SE Uplift list serves, and via advertisement in the SE Examiner, Daily Journal of Commerce (DJC), and via related industry list serves (AIA, APA, ASLA).

Professional Qualifications

- Experience with creating design guidelines or equivalent design experience
- Experience working with neighborhood and business groups
- Professional experience in architecture, landscape architecture, urban planning or urban design
- Interested consultants may be a single practitioner or collaborating practitioners

Budget & Cost

It is expected that the consultant(s) will work for a negotiated, fixed fee, and that the entire project will represent approximately 200 hours of work, depending on the final scope of work. The estimated budget for Phase 1 is \$5,000, and for all three phases noted below is \$10,000 to \$15,000. Through fiscal sponsorship of SE Uplift and the Richmond Neighborhood Association, the Division Design Initiative's Steering Committee will work with the consultant(s) to scope a document that will work for the organization, community and the other parties that will be involved such as the City and users of the document such as developers, property owners, business and residents.

Contract Process

Due to the need to fundraise for the project, the contract would be structured with phased payments commensurate with major deliverables. A retainer may be considered to allow a consultant to begin work, then each subsequent phase would need budget authorization prior to beginning work to ensure that adequate funds are available. RNA would be the fiscal sponsor to hire the selected consultant and sign a contract agreement.

Community Involvement Component

Creating design guidelines for Division Street from 11th-60th involves multiple neighborhood associations including HAND, RNA, STNA, MTNA, SEUL & DCBA. The scope of the project should include facilitating involvement with and support from these groups. There is already broad support and commitment from these groups both through representation on the Division Design Committee of each organization, as well as financial donations and other support.

Key Tasks

While the following describes Key Tasks, we are also looking to applicants to suggest a work plan that is reasonable for the schedule, goals and overall budget available, with subsequent negotiation of the final project contract and scope.

PHASE 1 – Written Draft of Division Design Guidelines

- Facilitate community process and input to develop draft design guidelines for SE Division Street
- Develop an outline/document framework (e.g. each section might include purpose and intent, goal, specific design standards)
- Table of Contents: Facilitate and deliver community consent on a table of contents (integrating the preliminary topic lists in Attachments A & B)
- Conduct Policy Research on related City design policies including Community Design Standards, Portland Main Street Design Handbook, Division Green Street/Main Street Plan, Main Street Overlay Standards for Division, other Portland neighborhood design guidelines
- Prepare a draft 10-20 page written document with a section for each part of the Table of Contents (illustrations not required in this phase nor a final graphically designed book)

PHASE 2 – Finalized Draft & Adoption of Design Guidelines

- Facilitate community review & adoption by the neighborhood associations governing the project area identified in a final project scope (e.g. RNA, HAND, DCBA, STNA, MTNA)
- Design Guidelines graphic layout and integration of any final neighborhood association comments and selected illustrations
- Possible hand illustrations as needed to support selected design concepts

PHASE 3 – Policy Integration

- Work with Community & City staff to integrate new design guidelines into Main Street Overlay Standards, mixed use zoning changes (e.g. sign guidelines, parking requirements, etc.) and other related policy identified in a final contract scope

DELIVERABLES & SCHEDULE

Desired start date is February 1, 2015. A final schedule for the completion of deliverables would be negotiated as part of the contract and would be coordinated with the steering committee and broader group.

Phase 1 deliverables would include: An outline/document framework, Table of Contents, and a first draft and second draft of the guidelines would be provided to the Design Committee for input and review.

Phase 2 deliverables would include: A final DDC approved set of guidelines would be provided to the RNA and other NAs for review and adoption. The final product is anticipated to be a 10-20 page bound booklet with design guidelines and supporting graphics (e.g. photos or illustrations as available). A digital version should also be provided that can be made accessible on line. Original design files should be made available for any modifications and in a preferred design format such as InDesign. Target Delivery Date for Phases 1 and 2 is June 1, 2015.

Phase 3 would be dependent on the timing of completing earlier phases.

CRITERIA FOR EVALUATION

- 40% Project Understanding & Approach (Workplan)
- 30% Experience
 - creating design guidelines or similar background,
 - experience with local zoning and planning
 - familiarity with Portland zoning code
 - experience working with community
 - experience with green/ecological design (e.g. permaculture, net zero energy)
 - sample project example
 - resume
- 15% Cost/Billing Rate*
- 10% Schedule & Availability
- 5% Points for Overall Presentation

***Discounted rate:** It is encouraged that proposers consider offering a discounted rate. This is an important grassroots initiative and represents a significant labor of love and dedication by a broad group of community organizations, neighborhoods and local constituents. A discounted rate will make it more likely to qualify for additional grant funding and will be valued in the review criteria.

INSTRUCTIONS FOR APPLICANTS

Interested consultants should submit proposals to:

Division Design Initiative, C/O Southeast Uplift
3534 SE Main Street, Portland, OR 97214

Proposal Submittal Checklist:

- Cover letter/statement of interest**
- Work plan and description of understanding and approach** (2 pages max) – Please describe overall approach to project and your understanding of the community goals and context. Please also describe what can be delivered in Phase 1 for an initial \$5,000. What is your approach given that funding will need to be raised for additional phases? Workplan should include an estimate of cost for the key elements in each phase and a rough timeline.
- Professional resume(s)** for consultant or team (3-4 page max)
- Description of related professional projects or products** (2 pages max)
- Typical billing rates** (and any discounted rates proposed if applicable)
- Professional References** – Please include 3-5 references including affiliation, email and phone numbers
- Proof of Liability Insurance** -- Please provide documentation that this is in place (and the amount) or a statement of how this will be provided prior to the contract start date.
- Conflict of Interest Disclosure:** Include statement of conflict of interest that addresses the following questions: Have you worked on any projects on Division or are you planning to? Do you have any other affiliations that might be considered a potential conflict of interest?

Deadline for Application: Received by January 7, 2015, 4:00 pm

The DDC Steering Committee will review submissions and make a recommendation to the DDC for ratification at their January 22nd meeting. Final preferred applicants may be contacted to interview if there is a need.

Pre-proposal Question Session: - Wednesday, December 17th, 4:00 pm, SE Uplift, 3534 SE Main Street, Portland, OR 97214

Related Background Materials:

- [Division Green Street/Main Street Plan](#)
- Division Design Initiative website – www.divisiondesigninitiative.org
- [Portland Main Street Design Handbook](#)
- [Boise Neighborhood Design Guidelines](#)

Attachments:

The following background documents are provided as reference to key topics of interest:

- Appendix A – [Preliminary Table of Contents for Division Design Guidelines](#)
- Appendix B – [Goals and key design topics/preliminary guidelines](#)

For questions, please contact: Heather Flint Chatto, Richmond NA Board Member & Division Design Committee Member, 541.915.0120, ilovedivision@gmail.com