



14 West Market Street, York, PA 17401
www.yccf.org

**York County Community Foundation
Beautiful York Endowment Committee**

**REQUEST FOR QUALIFICATIONS FOR PROFESSIONAL DESIGN
SERVICES**

**CONTINENTAL SQUARE MASTER PLAN
MARKET AND GEORGE STREETS
YORK, PA**

Issue Date: December 10, 2010
Due Date: 4:00 P.M. on Wednesday, January 12, 2011

Contents:

Outline of tasks for project
Submittal requirements
Evaluation Criteria

Respond to:

Jane Conover, Vice President, Community Investment
York County Community Foundation
14 West Market Street
York, PA 17401
Telephone: 717-848-3733

SUMMARY

The York County Community Foundation is soliciting requests for qualifications for a professional team that, if selected, will be asked to submit a full proposal for a Master Design for York's Continental Square in downtown York. The aim of the design is to re-invent the Square into an active, well-used and attractive center of town. ***The successful team may include local and non-local professionals that demonstrate that they can address the many facets of the project.***

BACKGROUND

In 2006, the York County Community Foundation completed the *Beautiful York Action Plan* and embarked on an endowment building campaign to raise funds for beautification initiatives in the City of York. Thus far, over \$900,000 has been raised to establish the endowment and over \$200,000 in grants have been awarded. The *Beautiful York Action Plan*, developed after months of community input, outlines action steps and guiding principles for creating a vibrant and beautiful city that makes it a destination of choice. A copy of the plan can be found on the Foundation's website at <http://www.yccf.org/pdf/receive/BeautifulYork.pdf>.

Reclaiming Continental Square was an important action step included in the plan. The Community Foundation's Beautiful York Committee, comprised of community stakeholders, is committed to making the revitalization of the square a reality. Creating conceptual designs for the Square and establishing a preliminary budget are the first steps.

The Beautiful York Committee seeks a professional team that can address the following potential elements of a Master Plan:

1. Distinctive site amenities including possible water features
2. Pedestrian-friendly space
3. Integrated design, not a hodge-podge
4. Greenery and plantings
5. Public art
6. Space for outdoor programs and events
7. Respect for history of the site
8. Public safety and cleanliness
9. Utilization of existing historic public restrooms
10. Process to engage stakeholders in the design
11. Consideration for the environment (energy efficiency, use of sustainable materials, stormwater drainage)
12. Consideration of maintenance costs
13. Excellence – Not just better than it used to be
14. Consideration of ongoing maintenance needs
15. Accommodating to the “right” business mix on the Square
16. Courage to do something bold/special while balancing costs and not relying solely on community consensus

17. Adherence to the Guiding principles from Beautiful York Action Plan

- Make Arrival in York a Welcoming Experience
- Protect & enhance the City's Good "architectural" bones
- Celebrate place making sites
- Green the Cityscape
- Embellish the City with Arts & Light
- Create a quality walking environment
- Promote In-City & Downtown living
- Abolish the eyesores
- Build Social Capital: Collaborate
- Build for excellence: York Deserves the Best

QUALIFICATIONS:

- Five (5) or more years of relevant experience
- Ability to integrate the many facets of uses for the space including: pedestrian walkways, site amenities, business development, traffic flow, safety, public events and outdoor programming
- Experience with effectively conducting a public involvement process
- Experience working with municipal and regulatory entities. This project has the potential to involve state or federal funding which could involve wage requirements.

SUBMITTAL REQUIREMENTS

RESPONSES TO THIS RFQ MUST BE LIMITED TO NO MORE THAN TEN (10) PAGES EXCLUDING PROJECT EXAMPLES, REFERENCES, RESUMES. SUBMIT AN ELECTRONIC DISK WITH THE FOLLOWING:

1. Qualifications of the firm and of the individuals who will be assigned to the job. Please note relevant experience with other similar urban park / public space master plan projects. Please list the one individual with the firm who will have primary responsibility for the project.
2. Scope of Work and Proposed Process including a preliminary schedule for completion of the project with key milestones and deliverable dates.
3. Statement of understanding of the nature and needs of this project.
4. A minimum of three references related to recently completed projects for services similar to those being requested with full name, title, address, phone, email.
5. A "not to exceed" estimate of what you would charge to prepare the Master Plan.

EVALUATION CRITERIA

Proposals will be reviewed and ranked based upon the following criteria:

- Evidence that the firm has a strong understanding of urban design master plan projects and of the unique nature of this project.
- Relevance and quality of firm's prior work.
- Experience and skill levels of personnel to be assigned to this project.
- Demonstration of an understanding of the Beautiful York Committee requirements and expectations.
- Appropriateness of approach and schedule.
- Location of firm and team members in proximity to the City of York.

SELECTION PROCESS/TIMELINE

- January, 2011: RFQ submittals will be reviewed by a subcommittee of the Beautiful York Endowment Committee.
- February, 2011: Finalists will be selected and approved by the Beautiful York Endowment Committee and invited to submit full proposal for the Master Plan.
- April, 2011: Proposals due and reviewed by subcommittee. Finalists may be asked to present proposal to committee in person.
- May, 2011: Contract awarded
- December, 2011: Master Design completed

ADDITIONAL REFERENCE MATERIALS

- Strategic Framework for "Reclaiming the Square" Project (Copy included)
- Beautiful York Action Plan at <http://www.yccf.org/pdf/receive/BeautifulYork.pdf>.
- Roger Brooks Study of Downtown York at www.downtowninc.org

QUESTIONS

Questions regarding this RFQ can be directed to Jane Conover via email at jconover@yccf.org. Any oral communications will be considered unofficial and non-binding.

REJECTION OF SUBMITTALS

York County Community Foundation reserves the right to reject any and all submittals. This RFQ does not obligate York County Community Foundation to pay any costs incurred by respondents in the preparation and submission of their

qualifications. Furthermore, the RFQ does not obligate the Foundation to accept or contract for any expressed or implied services.