



# Request for Qualifications for Greater NewPark Mall Specific Plan



Submit Qualifications to:

Terrence Grindall, Assistant City Manager  
[terrence.grindall@newark.org](mailto:terrence.grindall@newark.org)

**Due by Friday, September 2nd, 2016 - 5:00 p.m.**

**Electronic Submissions Required**

**Vision:** *The Greater Newpark Mall area will be **the** place to be. It will be bustling with activity. It will offer unparalleled shopping, entertainment, restaurant, cultural, and lodging opportunities. It will also be a desirable neighborhood of higher density residential homes and modern workplaces. It will be the region's most vibrant, diverse and magnetic mixed use area.*

## I. Introduction

### Project Description

The City of Newark is seeking Statements of Qualifications (SOQ's) from experienced firms to conduct a Specific Plan to guide the development and assure that world class urban design principles are applied and appropriate infrastructure is provided.

A Specific Plan is needed to guide and streamline the development of the Greater Newpark Mall area. This area consists of the NewPark Mall and surrounding commercial properties. The City of Newark completed the Greater NewPark Master Plan in July of 2015. The Master Plan can be found at:

[www.newark.org/images/uploads/comdev/pdfs/Projects/Greater%20NewPark%20Masterplan-Approved.pdf](http://www.newark.org/images/uploads/comdev/pdfs/Projects/Greater%20NewPark%20Masterplan-Approved.pdf)

Since the Master Plan's adoption the Newpark Mall's renaissance has advanced and property owners have begun to formulate proposals that are responding to the vision in the Master Plan.

## II. Scope

The City of Newark is seeking a consultant to prepare a Specific Plan and prepare documentation to disclose environmental impacts of the Specific Plan. Property owners have prepared conceptual plans for their properties which would be an input into the Specific Plan Process. Specific Plan formulation would include community input and consultations with property owners.

## **Task 1– Data Collection and Analysis**

### Description:

Identify existing land use, environmental conditions, public facilities/infrastructure, and planning area issues. Review would include the General Plan, Greater Newpark Master Plan and approved area developments. The General Plan EIR will be a key source of information.

Market conditions should be assessed for short and long term timeframes. The economic support for retail, office, and residential development would be assessed.

**Deliverable 1:** Background Conditions Report

**Deliverable 2:** Market Conditions Assessment

## **Task 2 – Formulate and Evaluate Alternative Land Use Scenarios**

### Description:

Based on property owner proposals and an assessment of the market and other background factors, the consultant would use their expertise to develop three alternative land use scenarios. The Alternative land use scenarios would be presented to the community for input.

**Deliverable 3:** Alternative Land Use Scenarios (3)

*Community Meeting: Alternative Land Use Scenarios Presentation*

## **Task 3 – Select Preferred Land Use Scenario**

### Description:

Based on Community, property owner and staff input select a Preferred Land Use Scenario. The Preferred Land Use Scenario would not necessarily be one of the three developed plans but could be a hybrid of elements of the alternative scenarios. The Preferred Land Use Scenario would be developed and presented to the Planning Commission and City Council for their concurrence.

*Joint Planning Commission and City Council Meeting*

## **Task 4 – Develop detailed Urban Design and Infrastructure Plan**

### Description:

A detailed urban design plan, with an identification of infrastructure to support the plan, would be prepared. These improvements are likely to include roadway improvements and pedestrian improvements and could include public or private parks or plazas. The plan would include cost estimates, funding mechanisms and a phasing plan. The Urban Design and Infrastructure Plan would be presented to the Community.

**Deliverable 4:** Urban Design and Infrastructure Plan

*Community Meeting: Detailed Urban Design and Infrastructure Plan Presentation*

## **Task 5 – Assess the Environmental Impacts of the Specific Plan**

### Description:

Depending on consistency with the General Plan EIR, an Addendum to the General Plan EIR could be used to disclose any environmental impacts of the Specific Plan.

## **Task 6 – Prepare Specific Plan Document**

### Description:

Based on the information produced, prepare a legally adequate Specific Plan document and present it to the Planning Commission and City Council.

**Deliverable 5:** Final Specific Plan Document

*Planning Commission Meeting*

*City Council Meeting*

## **III. Schedule**

It is anticipated that the feasibility study should require 4-5 months of effort.

#### **IV. Statement of Qualifications**

Consultants shall submit a Statement of Qualifications (SOQ) limited to 10 pages exclusive of cover letter, resumes and references.

##### **A. Cover Letter**

The cover letter is to be signed by an officer of the firm authorized to execute a contract with the City.

##### **B. General Qualifications**

Provide a summary of the Consultant's qualifications, general information about the firm, location of office, years in business and areas of expertise. Provide a brief description of projects which involved a similar scope of services.

##### **C. Key Staff**

Identify key staff and include a description of their abilities, qualifications and experience. Attach resumes of key staff to be assigned to this project. Include a proposed project management structure and organizational chart. Identify any portion of the scope of work that would be subcontracted. Include firm qualifications (brief) and key personnel, telephone number and contact person for all subcontractors. The City reserves the right to approve or reject all consultants, internal staff performing consulting services, or subconsultants proposed by the Consultant.

##### **D. Project Specific Approach and Methodology**

Consultant shall describe its understanding of the project and the proposed technical and management approach. Consultant shall expand on the scope of work if appropriate to accomplish the overall objective of the project, and provide suggestions which might enhance the results or usefulness of the study. Include assumptions about the number of meetings needed with City staff and other stakeholders to complete the Scope of Work. Consultant shall reference an example of a similar study prepared by the firm or proposed team. Consultant shall also include a schedule of work.

##### **E. References**

Consultant shall provide a list of references for the firm and any subconsultants, including the names, addresses and telephone numbers of recent clients, preferably other public agencies for which Consultant has done similar work. Include a list of specific projects associated with each reference; date work was performed, cost and key personnel involved.

**F. Rates**

Provide the billing rates or range for each classification of key staff members, including subconsultants. Provide proposed overhead percentages.

**V. Consultant Selection Process**

The elements of the consultant selection process are as follows:

**A. Evaluation of Submittals.**

The SOQ's will be evaluated by the City. Interviews will be scheduled, if necessary, to determine the most qualified consultant. The City will enter into negotiations with the top selected consultant. Submittals will be evaluated on various qualifications, including but not necessarily limited to:

- Knowledge and experience of key staff
- Availability of key staff personnel and resources
- Experience and demonstrated competence on similar projects
- Understanding of project scope
- Technical approach and methodology

**B. Scoping Meeting.**

The top ranked Consultant shall meet with City staff to ensure that the consultant has a complete understanding of the project, and to develop the Scope of Services.

**C. Cost Proposal.**

Following the Scoping Meeting, the top-ranked consultant shall submit a cost proposal to the City for the completion of the Feasibility Study according to the agreed-upon Scope of Services. The consultant shall have five (5) calendar days after the scoping meeting to submit the cost proposal to the City. The cost proposal shall include all labor costs, overhead costs, subconsultant costs, and an itemized list for direct expenses. Costs must be shown in a matrix format, by task grouping, and show hours per staff member, base labor rates, and overhead rates. Final negotiations with the City will commence shortly after receipt of the Cost Proposal.

**VI. RFQ Process Detail**

**A. Statement of Qualifications/Proposal**

Consultant shall submit copy of their Statement of Qualifications to the City. To be considered proposals must be received no later than **5:00 p.m. on Friday September 2, 2016** at: [terrence.grindall@newark.org](mailto:terrence.grindall@newark.org) Electronic submissions required.

**B. RFQ Schedule**

The preliminary schedule of activities related to this RFQ is as follows:

<u>Activity</u>	<u>Date</u>
RFQ Issued	August 3, 2016
Qualifications Submittal Deadline	September 2, 2016
Review/Interview	September, 2016
Contract Scoping	October, 2016
City Council Award of Contract	October 27, 2016
Notice to Proceed	October 28, 2016

**C. Qualifications/Proposal Property**

All Statements of Qualifications/Proposals become the property of the City upon submission.

**D. Non-Commitment of the City**

This RFQ does not commit the City to select a Consultant, to pay any costs incurred in the preparation of a SOQ for this request, or to produce or contract for services. The City reserves the right to accept or reject any or all SOQs received as a result of this request, or to modify or cancel in part or in its entirety the RFQ if the City determines it is in the best interest of the City to do so.

**E. Inquiries**

Inquiries concerning this RFQ should be directed to:

Terrence Grindall, Assistant City Manager

Phone: (510) 578-4208; Email: [terrence.grindall@newark.org](mailto:terrence.grindall@newark.org)

**Note: The City reserves the right to amend the RFQ by Addendum.**