



FORT ORD REUSE AUTHORITY

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Interested Consultants

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Re: Request for Qualifications (RFQ) to complete Regional Urban Design Guidelines (RUDG) on the former Fort Ord with a focus on Town & Village Centers, Regional Circulation Corridors, Trails and Gateways.

The Fort Ord Reuse Authority's (FORA's) mission is to prepare, adopt, finance, and implement a plan for the former Fort Ord, including land use, transportation systems, conservation of land/water, recreation and business operations. In order to meet these objectives, the Fort Ord Base Reuse Plan (BRP) was adopted in 1997. FORA adopted the BRP as the official local regional plan to enhance economic recovery, promote education and protect natural resources.

The BRP underwent a comprehensive [reassessment process](#) that concluded in December 2012. The reassessment process was a community-wide effort that identified a range of policy options for the FORA Board's subsequent consideration. The identified policy options are discussed in the final Reassessment Report (linked above).

While development of RUDG was initiated in 2005 with Board approval of the Highway 1 Corridor Design Guidelines, completion of guidelines for Town & Village Centers, Regional Circulation Corridors, Trails and Gateways was deferred. In February 2014, the FORA Board authorized completion of Regional Urban Design Guidelines as defined in Section 3.0 of the BRP. The urban design guidelines will establish standards for road design, setbacks, building height, landscaping, signage, and other matters of visual importance.

This RFQ invites you to submit relevant Statements of Qualification (SOQ) for completion of the RUDG on the former Fort Ord to focus on Town & Village Centers, Regional Circulation Corridors, Trails and Gateways. The ideal design partner will be skilled in developing form-based tools and solutions that integrate required BRP regulations with forward thinking and application in land use design and planning. Responses from leading design and planning firms are welcome, but integrated design, planning, finance, and development teams are encouraged.

The consultant selection will consist of a 2 stage process. The first stage is represented in this RFQ, where potential consultants will be evaluated to identify a set of 3 finalists who will be invited to advance to a competitive selection process. The process provides for in-depth review of each team's approach and proposed methodology, with the aim of finding the best fit to complete the work in a timely and context sensitive manner. Both phases will encourage extensive interaction between the consultants and the FORA staff, Board, and community as necessary to achieve the highest standards in the SOQs, competitive proposals, and final products.

The selected team will be awarded the RUDG contract, and the other participants will be paid a fee for work submitted. All materials/proposals will become property of FORA.

SOQ submittals will be evaluated on the following factors and should be structured to address the skills, experience, and abilities needed to complete the RUDG, as generally described in the attached Scope of Work:

- 1) Demonstrated ability to competently and efficiently complete RUDG in complex multi-jurisdictional settings
- 2) Experience and knowledge about working with complex entitled projects and form-based tools and delivering innovative and integrated yet realistic solutions
- 3) Demonstrated practical ability to successfully facilitate charettes and public meetings
- 4) Knowledge of public policy matters affecting the Monterey Bay region, and/or experience in military base reuse in the local area or elsewhere (desirable but not mandatory)
- 5) Demonstrated experience producing real estate products tailored to specific market segments and contexts supported by market and economic analysis

Questions related to this RFQ should be emailed attn: Josh Metz: josh@fora.org. **All questions received in writing by 5:00pm on Tuesday April 1** will be responded to **and sent to all interested submitters by 5:00pm Friday April 4**. Submitting consultants must provide SOQs to FORA as specifically described herein by **5:00 PM on Tuesday, April 15, 2014**. Please submit your proposal, with a cover letter, via email to FORA, attn: Josh Metz: josh@fora.org

The FORA Executive Officer/consultant selection panel will select one or more of the respondents to participate further in the selection process, if such is deemed necessary, and make the final selection of a consultant. FORA reserves the right to reject any and all SOQs.

General Scope of Work

The FORA Board has authorized the completion of the Regional Urban Design Guidelines (RUDG) on the former Fort Ord with a focus on Town & Village Centers, Regional Circulation Corridors, Trails and Gateways. The urban design guidelines will establish standards for road design, setbacks, building height, landscaping, signage, and other matters of visual importance.

Desirable Qualifications:

- Current knowledge of planning, landscape and urban design best practices
- Familiarity with regional planning; Fort Ord Planning (Base Reuse Plan) and policy context
- Expertise in real estate marketing, development and associated infrastructure; economic analysis; development financing
- Familiarity with environmental justice; public outreach; and working with diverse communities
- Proven ability to navigate complex multi-jurisdictional planning environments and deliver realistic and appropriate solutions
- Demonstrated experience facilitating public meetings and design charettes
- Demonstrated ability to gather information from public meetings and provide summaries
- Demonstrated ability to produce graphics, diagrams and renderings to convey design guidelines
- Ability to produce form-based planning documents that integrate existing regulations
- Ability to appear in person for meetings and presentations
- Redevelopment experience including planning in blighted communities
- Demonstrated experience in the economic development of large land tracts

Phase 2 Deliverables:

- Former Fort Ord RUDG with a focus on Town & Village Centers, Regional Circulation Corridors, Trails and Gateways
- **Gateways** will focus on the areas surrounding the intersections of:
 - Lightfighter Drive and General Jim Moore Blvd
 - Highway 218 and General Jim Boulevard
 - Imjin Parkway and 2nd Avenue
- **Town & Village Centers** will be limited to two areas:
 - South of Colonel Durham Road and North of Gigling Road (Seaside Surplus II) and
 - 2nd Avenue corridor between Lightfighter Drive and Imjin Parkway
- **Circulation Corridors** will address three areas:
 - Imjin Parkway to Reservation Road to Blanco Road
 - Lightfighter Drive to General Jim Moore Blvd. to Intergarrison Road to Reservation Road
 - Highway 218 to General Jim Moore Blvd to South Boundary Road
- **Trails** will address two areas:
 - Fort Ord Dunes State Park to 8th Street bridge to 9th Street to 5th Avenue to Intergarrison Road to Jerry Smith Trail to Fort Ord National Monument
 - Fort Ord Dunes State Park to Lightfighter Drive to General Jim Moore Blvd. to Gigling Road to Fort Ord National Monument
- Presentations – FORA/RUDG Taskforce Meetings
 - Orientation Workshop
 - 30% Complete Progress Report
 - 60% Complete Progress Report
 - Final Draft
 - Approve Recommendations
 - Others As Necessary
- Organize & facilitate public meetings & charrettes
- Graphics, Charts, Maps, Posters, PowerPoints
- Form-based documentation, integrating current land regulations
- Video documentation of charrettes

Applicable Resources for Consultants to review before submitting qualifications:

- www.Fora.org
- www.FortOrdCleanup.com
- [Base Reuse Plan](#)
- [Reassessment Report](#)
- [Fort Ord Colloquium](#)
- [City of Marina](#)
- [City of Seaside](#)
- [County of Monterey](#)
- [City of Del Rey Oaks](#)
- [City of Monterey](#)
- [Sand City](#)