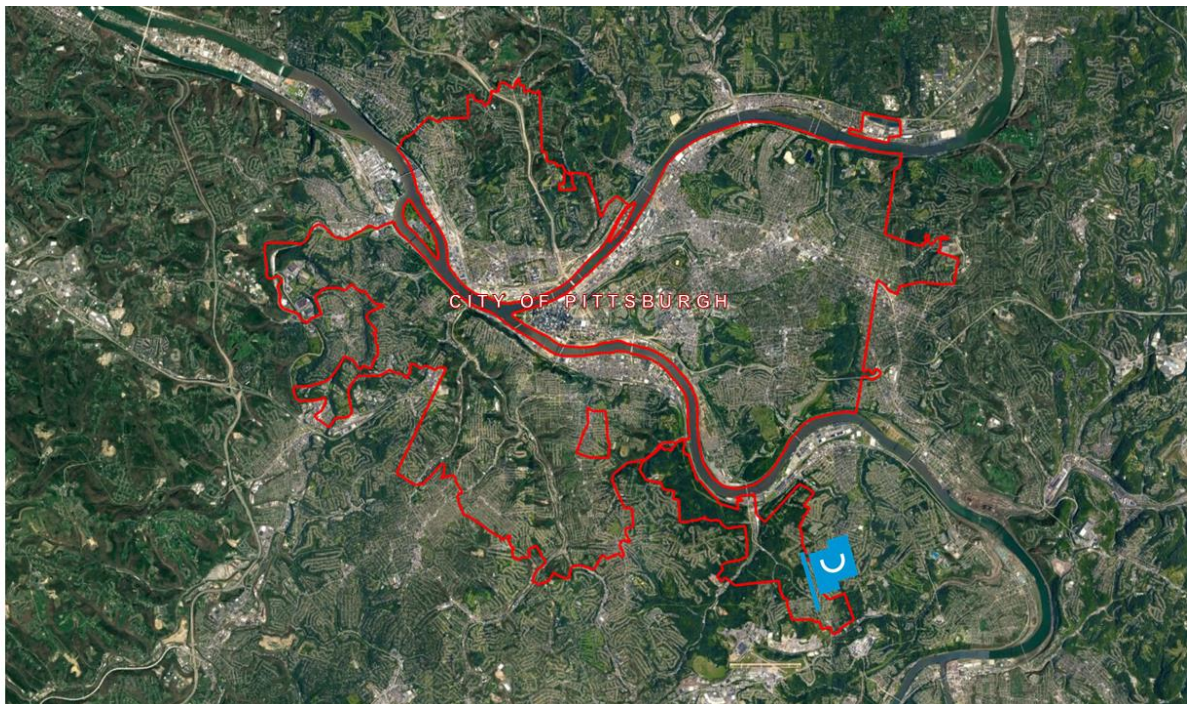


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Urban Redevelopment Authority
of Pittsburgh



REQUEST FOR PROPOSALS

**Commercial Market Analysis in the Lincoln Place Neighborhood of the
City of Pittsburgh**

RFP Issue Date: Wednesday, February 5, 2020

Proposal Due Date: Wednesday, March 11, 2020 at Noon ET

URBAN REDEVELOPMENT AUTHORITY OF PITTSBURGH
REQUEST FOR PROPOSALS (RFP)
Commercial Market Analysis in the Lincoln Place Neighborhood
Issued on Wednesday, February 5, 2020

1. OBJECTIVE

The Urban Redevelopment Authority of Pittsburgh (the “URA”) is requesting proposals from commercial market professionals to conduct an analysis of the potential for new commercial development along Mifflin Road in the Lincoln Place neighborhood of the City of Pittsburgh (“City”). This project aims to provide the URA with understanding of square footages and types of businesses that could be supported by the market as well as a feasibility review of specific end uses.

The project duration is estimated to be 4-6 weeks. Interested parties are requested to submit a proposal that clearly defines the relevant experience of the proposed staff, methods and strategy to carry out the project scope of work, and a fee proposal.

2. BACKGROUND

The URA is the economic development agency for the City, committed to creating jobs, expanding the City’s tax base, and improving the vitality of businesses and neighborhoods within the City. Incorporated in 1946 as one of the first redevelopment authorities in the United States, the URA achieves this mission by assembling, preparing and conveying sites for major mixed-use developments and by providing a portfolio of programs that include financing for business location, relocation, and expansion, housing construction and rehabilitation, and home purchases and improvements, among many others. The URA conducts these activities using unique powers granted by the Commonwealth’s Urban Redevelopment Law to deploy and attach conditions to the use of public subsidy and the disposition of publicly-owned land.

The URA is a legal entity separate and distinct from the City. The URA works closely with the City in fulfilling its redevelopment mission.

Additional information regarding the URA may be found on the URA’s website at www.ura.org.

3. PROJECT DESCRIPTION

The Lincoln Place neighborhood is located in the southeast area of the City adjacent to the Boroughs of Munhall and West Mifflin. The neighborhood is primarily a residential community with a few businesses scattered along Interboro Avenue. Lincoln Place is suburban in its layout and housing stock. Lincoln Place is located near Century III Mall, the Allegheny County Airport, and the Waterfront.

The URA is in the process of acquiring the property located at 1201 Mifflin Road from the City (see map below) and intends to convey the property to one or more developers through its Disposition Process. The site is approximately 7.19 acres of Highway Commercial zoned vacant land. Prior to seeking developers, the URA would like to understand the retail and commercial demand in the neighborhood.



A. Scope of Services

- Collect existing retail market data such as Esri Business Analyst Online, Retail MarketPlace Profile and Tapestry Segmentation, for both the immediate and local trade area
- Determine future retail and commercial demand based on the neighborhood residential market and submarket (i.e. 31st Ward, Lincoln Place, etc.)
- Convert to projected demand for retail and commercial sectors
- Perform a Site Location Analysis for the recommended end uses
- Research general parking and loading needs of recommended end users
- Determine project square foot demand
- Understand the feasibility of the following uses on a portion of the site:
 - Park and Ride
 - Community meeting space

B. Deliverable

The deliverable shall be a final report detailing data that was reviewed, an analysis of that data and a series of recommendations.

C. Budget: Under \$20,000

4. PROPOSAL REQUIREMENTS

Each submission should include the following:

A. Cover Letter

Limit to one page; letter should include:

- Company name, contact name, address, and email address
- Why the respondent's team is the most qualified to complete this project

B. Respondent Team and Firm Profile

Briefly describe the roles of the members included on the team.

- Please include resumes for key staff members assigned to the project

C. Proposed Method and Schedule

- A detailed narrative of methods and plan to carry out the scope of work
- A list of sources and databases the respondent plans to use
- Project timeline with key milestones
- Description of respondent's current work load and availability of staff to deliver this project on schedule

D. Relevant Projects and References

Limit three (3) projects, one page per project. Relevant projects should include at least one project that emphasizes business district planning and one project that addresses community capacity building. Please include the following:

- Name and location of project
- Size and cost of project
- Name, address, email, and telephone number of the client

E. Pricing Methodology

Describe your preferred fee structure and current rates.

- The level of effort in staff hours for the various tasks described in the Proposed Method and Schedule
- The total salary cost for these services
- The direct costs projects, including subconsultant's fees for various services or reimbursables
- Assumptions made in estimating time and costs

F. Minority and Women-Owned Business Enterprise (MWBE) Requirements

The URA has a long history of diversity and inclusion within all of its programs and other activities. The URA encourages the full participation of minority and women business owners and professionals in this effort. The URA requires that all applicants demonstrate a good faith effort to obtain minority and women-owned business participation in work performed in connection with URA initiatives.

An MWBE narrative needs to be included with the respondent's proposal. The narrative should outline how the respondent plans to incorporate MWBE participation into this opportunity. MWBE participation can be satisfied by:

- i. Ownership/Partnership of firm;
- ii. Use of minority or women-owned businesses as vendors; and/or
- iii. Subcontracting with firms owned and controlled by minorities and/or women. If this is to be done, that fact, and the name of the proposed subcontracting firms, must be clearly identified in the proposal.

Any questions about MWBE requirements should be directed to the URA's MWBE program office at mwbe@ura.org.

G. Other Information

Please provide any other information you believe is pertinent to the URA's consideration of your firm.

5. RESPONSE SUBMISSION

Please note URA is currently using Public Purchase as its RFP platform.

Redevelopers must register at: <http://www.publicpurchase.com> to submit their proposal online on or before the due date shown on the cover of this RFP.

All questions regarding this RFP should be submitted through the Public Purchase platform. See instructions on registering for and accessing Public Purchase in Exhibit "A".

The URA will not reimburse firms for any expenses incurred in preparing responses to this RFP.

6. PROPOSAL REVIEW AND SELECTION PROCESS

All proposals will be evaluated based on the technical and professional expertise and the experience of the consultant team, the proposed method and the procedures for completion of the work, and the cost of the proposal.

Responses to the RFP will be evaluated by a selection committee. The selected respondent(s) will be chosen based on the selection criteria listed above. The URA reserves the right to verify the accuracy of all information submitted. One or more respondents may be asked to meet with the selection committee in a formal interview process.

The URA shall be the sole judge as to which respondent(s) meet the selection criteria. The URA reserves the right, in its sole discretion, to reject any or all responses received, to waive any submission requirements contained within this RFP, and to waive any irregularities in any submitted response.

Upon notification of selection by URA staff, the successful respondent is required to enter into a contract within four (4) weeks of notification. If the successful respondent is unwilling or unable to execute the agreement as required by the RFP, the URA has the right to request another respondent to enter into the contract with the URA.

Respondent acknowledges by submitting information and proposals to the URA that the URA does not undertake any obligations and shall have no liability with respect to this RFP, and responses thereto, nor with respect to any matters related to any submission by a respondent.

7. LEGAL INFORMATION

- A. Conflicts of Interest: Responsive firms and their team members must have no conflicts of interest with regard to any other work performed by the respondent for the URA, the City, or any related entity.
- B. RFP Compliance: All responsive firms must adhere to the instructions contained in this RFP in preparing the submitted proposal.
- C. Waiver of Defects: The URA shall be the sole judge as to which respondent(s) best meet the selection criteria. The URA reserves the right to reject any or all qualifications submitted. The URA reserves the right to reject any proposal for failure to comply with the requirements of this RFP. The URA further reserves the right, in its sole discretion, to waive any such defect(s) or failure(s). Submission of a response indicates acceptance by the firm of the conditions contained in this RFP.
- D. Nondiscrimination: Each responsive firm agrees not to discriminate, whether in employment, contracting or otherwise, in violation of any federal, state, or local law and/or on the basis of sexual orientation, gender identity and/or gender expression.

8. EXHIBITS

- A. [Instructions for Registering on Public Purchase](#)