



UNIVERSITY CITY

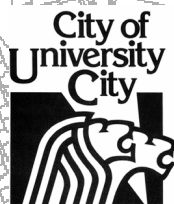
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REQUEST FOR PROPOSALS

OLIVE BOULEVARD DESIGN STANDARDS AND GUIDELINES

June 2007



Department of Community Development
6801 Delmar Boulevard
University City, Missouri 63130
314.505.8500

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Olive Boulevard Corridor
Birds eye view over University City looking to the west

I. OVERVIEW

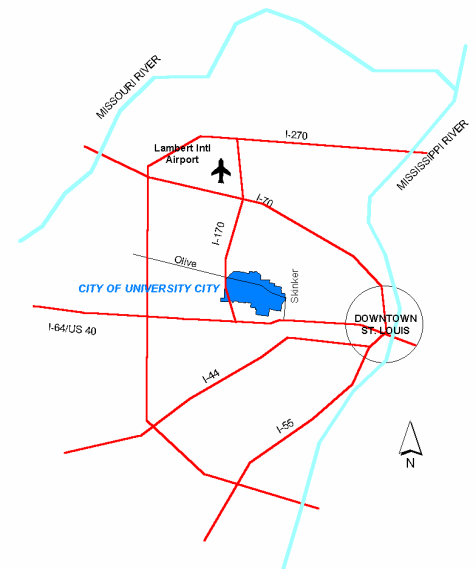
The City of University City is soliciting proposals for the development of design standards and guidelines for the Olive Boulevard commercial corridor. Olive Boulevard in University City is a four-mile major arterial. The arterial crosses University City from east to west for approximately four miles from the City of St. Louis to the City of Olivette. With an average daily traffic count of 20,308, Olive Boulevard is a well traveled arterial. It is also a primary image corridor.

The City. The City of University City is located in St. Louis County, Missouri just west of the City of St. Louis. It is a vibrant community of about 40,000 people and is comprised of six square miles. The City is essentially built-out and completely surrounded by established municipalities. University City is a predominantly residential community, with 93% percent of land uses devoted to residential.

The City is known for its diversity -- from the range of housing styles to residents who represent many economic, cultural, ethnic and religious backgrounds. Well-defined commercial districts meet the restaurant and shopping needs of the City's residents and beyond. Primary districts are located along Delmar and Olive boulevards, with secondary and neighborhood districts being located in other portions of the City.

Olive Boulevard. In the early 19th century, Olive Boulevard linked the St. Louis riverfront to the Missouri River. The road became a market route as settlers farmed nearby land. During the Prohibition era, a number of speakeasies and reputed gangster hangouts were located along the corridor. By the late 1920s, businesses catered to traffic along the road. Today, Olive Boulevard continues to be auto-oriented. A majority of the frontage along Olive Boulevard is devoted to commercial or industrial/commercial uses. These uses include convenience goods stores, personal service establishments, and auto service stations. Strip development typically characterizes the commercial areas of Olive Boulevard.

Some of the buildings on Olive Boulevard are deteriorating or have unattractive facades, which detracts from the overall quality of the district and could hinder development and commercial activity. With few exceptions, the commercial buildings along Olive Boulevard have no unifying architectural style, creating a fragmented appearance. Buildings typically sit on shallow lots which prohibit expansion and do not relate well to the street or one another. Landscaping is inadequate and in some areas litter is present. Parking is inadequate or inconvenient in many areas. There are also some vacancy and turnover problems. The 2004



Comprehensive Plan Residents' Survey revealed that enhancing the Olive Boulevard corridor is one of the most frequently cited "single improvement that would help University City the most".

Redevelopment of Olive Boulevard is the City's priority. Over the past several years, the City and its partners have undertaken many efforts to enhance the streetscape environment of Olive Boulevard. With the assistance of a federal grant, the City has made extensive streetscape improvements such as pedestrian level lighting, landscaping, benches and shelters placed at bus stops and sidewalk improvements. Planned bicycle routes will link the City with adjacent communities. In addition, a voter approved Economic Development Retail Sales tax adopted in August 2006 adds $\frac{1}{4}$ of 1% of all retail sales tax and approximately \$550,000 annually. A portion of this tax is earmarked for Olive Boulevard improvements.



Project Objective. Olive Boulevard corridor is envisioned as a vital mix of commercial, retail, recreational and service activities. The visual attractiveness of the corridor can be improved with the renovation of building facades, public art, landscaping and better building design/parking configuration.



Intersection of North and South Road with Olive Boulevard
Street view

This is a street level view looking east on Olive Boulevard from the intersection of North and South Road and Olive Boulevard. The two large multi-story buildings across the street are potential new commercial buildings on either side of a single story commercial building. The structure at right is an existing storefront shown reconfigured and with a potential new commercial use. New street light standards and street tree plantings are shown on both sides of Olive Boulevard.

The City of University City is soliciting proposals for the development of design standards and guidelines for the entire Olive Boulevard corridor. The design standards and guidelines should be an enforceable document that will help improve the overall appearance of the Olive Boulevard corridor.

The design standards and guidelines will also help meet the following goals and objectives:

- To better relate and connect the land uses along the corridor.
- To provide a means to clearly indicate to the development community what type of standards the City expects in new development.
- To revitalize blighted areas of the corridor.
- To attract businesses to the corridor.
- The retention and expansion of existing businesses along the corridor.
- The creation of public amenities along the corridor.
- To stimulate the growth in the City's tax base with property tax and sales tax.

Design standards and guidelines for Olive Boulevard should meet the goals, objectives and recommendations of the City's Comprehensive Plan Update of 2005. They should also take into consideration the Department of Public Works Olive Boulevard Standards, concepts identified in the East-West Gateway Council of Government's "Great Streets Initiative", and Green Building Principles. The design standards and guidelines should, where appropriate, recognize and protect designated landmarks and historic areas along the corridor.

II. DELIVERABLES

Deliverables will include, but are not limited to:

- Draft design standards and guidelines
The consultant will prepare design standards and guidelines for the Olive Boulevard corridor. These standards and guidelines must reflect the goals of the University City Comprehensive Plan Update of 2005 and any other source documents deemed applicable. The design standards and guidelines must incorporate public input.

The final product should be user-friendly for staff and the general public, and include illustrative graphics. It must be an original work product of the consultant. It must be tailored to the distinct issues and needs of the Olive Boulevard corridor; the copying of similar products is not acceptable.

At a minimum, the standards and guidelines should address the following issues:

- Building location/orientation
- Building form/massing
- Building/land use relationship to the street
- Building facades/entries
- Building materials
- Windows-glazing transparency
- Glass to wall ratio
- Porches/balconies/bays
- Roof/mechanical equipment

- Incorporation of public spaces/amenities
 - Parking
 - Public right of way improvements/standards
 - Community character/community art
 - Lighting
 - Pedestrian/bicycle connections
 - Signage
 - Landscaping
- Draft ordinance and resolution
The consultant will prepare a draft ordinance and resolution for City Council to adopt Olive Boulevard Design Standards and Guidelines and to establish a process for design review.
 - Design guideline review process
The consultant will analyze existing department procedures and develop written procedures for use by the Department of Community Development for Design Review. The written procedures should include a flow chart that clearly establishes staff and/or commission roles, activities, responsibilities, and timelines for design review. An application for design review and/or any proposed associated fees should be included.
 - Implementation strategy and schedule
Provide an implementation strategy and schedule, with a detailed timeline, to accomplish the deliverables described in this RFP.
 - Other
Consulting firms may be asked to submit additional deliverables, to be negotiated at a later date.

III. RESPONSE REQUIREMENTS

The following list of requested information will be used in the selection process to identify firms for on-site interviews, detailed reference checks and presentations to the Selection Committee. Responses shall address the following issues and/or questions:

Approach. Describe the development team's understanding of the project, anticipated major challenges and plans to overcome them.

Describe the development team's preferred approach/scope of work to develop Design Standards and Guidelines for Olive Boulevard, and discuss the advantages and disadvantages of this approach. At a minimum, the proposed approach should include the following elements:

- Review of existing codes, plans and programs
- Analysis of existing design review process

- Coordination with appropriate agencies such as Missouri Department of Transportation, St. Louis County, Great Rivers Greenway District
- Public input
- A draft document -- Olive Boulevard design standards and guidelines
- Recommendations to amend applicable University City policies and regulations
- A draft ordinance and resolution
- Design review process

Describe the development team's proposed use of resources, such as GIS or CAD.

Include a proposed project schedule. Please note that the City is committed to an aggressive schedule.

Experience. Describe the development team's experiences with similar projects. Describe how these projects have been implemented. Describe how these projects have addressed issues similar to those outlined for Olive Boulevard.

Provide relevant past project experience of the development team. Include a project description, scope of services provided, cost, completion date and implementation results.

Project Staffing. Provide information regarding the development team. Include resumes and a description of relevant experience of individuals who will have major responsibilities for project tasks. Discuss the individual's specific role in past projects and proposed role for this project.

References. Provide references from four (4) clients for projects currently under development or completed within the past five years. Please include at least one reference from a project involving corridor planning and/or design standards.

Business Terms. Provide information about price and terms of agreement.

IV. REVIEW AND SELECTION PROCESS

The Selection Committee will review each of the development proposals received for completeness and adherence to the RFP. Firms will be selected for on-site interviews based on the following criteria:

- Professional qualifications and project experience
- Quality and implementation success of similar projects
- Description of the approach
- Ability to meet or exceed the goals and objectives of the City's Comprehensive Plan Update of 2005
- Demonstrated capability to perform required services
- Proposed cost of services

Upon completion of the review, the Selection Committee will make its recommendation for the proposed project. The recommendation may include the selection of one respondent to enter into negotiations or the rejection of all proposals.

V. SUBMITTAL REQUIREMENTS

Submittals shall respond to the issues and questions in this RFP. The inclusion of general promotional and marketing material is discouraged.

Document format size shall be 8 ½" x 11". Larger sheets are permitted for graphical and mapping materials.

Responses shall not exceed 60 one-sided pages and the text font shall not be less than 12 points. Provide one original and six (6) copies of the responses to:

Community Development Department
"Proposal for Olive Boulevard Design Standards and Guidelines"
City of University City
6801 Delmar Boulevard
University City, Missouri 63130

The proposals must be received by 5:00 p.m. on July 6, 2007. Faxed copies, electronic copies, and multiple volumes will not be accepted. Responses will not be returned.

Late responses will not be considered.

VI. CONTACT INFORMATION

Additional questions regarding this RFP must be submitted in writing and sent to:

Lehman Walker, Director of Community Development
Department of Community Development
City of University City
6801 Delmar Boulevard
University City, Missouri 63130
FAX: (314) 862-3168