

REQUEST FOR PROFESSIONAL CONSULTING SERVICES

For the City of West Des Moines, Iowa

UPDATE OF HISTORIC WEST DES MOINES MASTER PLAN

PART I: ADMINISTRATIVE INFORMATION

1.1 PURPOSE

The City of West Des Moines, Iowa is seeking to update the Historic West Des Moines Master Plan. The Master Plan was originally accepted by City Council in September 2016. (See Exhibit I for map of area).

1.2 BACKGROUND

The City of West Des Moines originally was incorporated in 1893 around the junction of two (2) railroad lines and associated railroad roundhouse areas. Employment in the City tended to be centered on the railroads and the cement industry.

During the depression the railroads relocated their operations out of the community. Following World War II, West Des Moines experienced some residential growth, but it was not until the construction of Interstate 235 through the community the pace of development activity took a sharp rise, particularly in the University Avenue/Westtown Parkway Corridors.

Today, West Des Moines is one of the fastest growing communities in the State of Iowa. In 2010, the City's population was 56,609. With the 2015 Special Census for the City, the population had grown to 61,266. The 2019 Census Estimate placed the City's population at 67,889. A 19.94% increase in population over the 9 years.

HISTORY OF THE MASTER PLAN AREA

Valley Junction is the original name of the city that has since become West Des Moines. Valley Junction was founded in 1893 as a junction between two railroads within the valley of the Raccoon River. It was a railroad town and considered a bit rough, with many bars

and brothels. To clean up the community's image, the citizens of Valley Junction voted to change the name to "West Des Moines" in 1938, after three contentious elections.

Since that time, the business area in Valley Junction has evolved from an antique center to its present-day mix of over 160 retail stores and business in a 10 square block area. The adjacent residential area is mostly single-family homes that are a mix of owner-occupied and rental.

PLAN EFFORTS

In the 1980's, the City adopted a Streetscape Plan that called for the acquisition of buildings along the main business corridor, 5th Street, and the two adjacent streets, 4th, and 6th Streets. The buildings along 4th and 6th Streets were demolished to construct city-owned parking lots to support the business area. The buildings along 5th Street were demolished to establish paved walkways to connect to the city-owned parking lots. The walkways have pavers, plantings, and benches.

After the floods of 1993, the City received federal funds which allowed for many flood-damaged single-family homes to be repaired. In the cases where a house was too damaged to repair, the City was able to use federal funds to purchase the property, remove damaged structures, and then resell the vacant lot to an entity who promised to build a new single-family home on the site within a certain timeframe.

In 1999, a new Streetscape Plan was approved, which called for new lighting, signage along 5th Street and Railroad Avenue, an entry feature, improvements to Railroad Park, tree plantings, and a reverse of the one-way street direction on 5th Street.

In 2016, a new master plan for the area was created, the Historic West Des Moines Master Plan. As part of that effort, the City looked at how to encourage the installation of more restaurants and bars into the 5th Street Commercial District, how to encourage the development of new affordable housing within the District, and how to activate existing unused and under-used upper story spaces.

1.3 SCOPE OF WORK

Develop a detailed updated action plan for the overall enhancement and redevelopment of the study area which will result in the following:

- a. The Plan Update shall include the following:
 1. Development of design guidelines for new construction as well as renovation of commercial and residential development/redevelopment which will respect the existing character of the Neighborhood.

2. Development of specific recommendations for either modification of the existing zoning regulations or development of new zoning regulations that will allow effective implementation of the Plan.
3. A detailed parking analysis which looks at existing as well as future parking needs particularly in the commercial district.
4. A detailed analysis of the needs, if any to expand the commercial district, into the 400 and 500 blocks of 5th Street.
5. A robust public input and out-reach plan that uses all forms of social media and in person meetings to reach variety of people in the Neighborhood.
6. Specific recommendations on how to maintain viability and encourage continued investment in or redevelopment of existing commercial and residential areas.
7. Analysis of current land uses along Railroad Avenue and specific recommendations and guidelines that would allow redevelopment/renovation of the commercial properties while respecting the interface with adjacent residential properties.
8. A detailed analysis of the mix of residential styles and densities and what residential products are needed for the area. Rental vs. owner occupied single family, single family detached vs. attached and multi-family rental.
9. Analysis of the opportunities and constraints facing the business and residential areas of the Historic West Des Moines Neighborhood.
10. Analysis of existing land uses and recommendations of potential changes.
11. Analysis of existing and possible future economic markets and how it affects the Valley Junction business district.
12. Market study and analysis of what types of commercial uses might be missing and recommendations on how to attract those uses to the area.
13. An analysis of what should be the target population to attract to live, visit and shop within the Master Plan area.

14. Strategies on how to utilize the upper story spaces in the commercial area to their maximum potential.
15. Visual depictions of how the area can be redeveloped (can be representative with use of photo examples, etc.)
16. Analysis of existing buildings within the study area and a determination of their historic context and nature with recommendations for potential preservation and reuse.
17. Analysis of existing housing conditions and strategies to address housing needs and issues.
18. An analysis of existing property maintenance conditions and specific recommendations for addressing any issues that are identified.
19. Development of examples of grants, incentive programs, tax incentives, other possible funding sources that might be appropriate for the area.
20. An examination of "Best Practices" from other Main Street communities and specific recommendations for those that should be potentially implemented within the commercial district.
21. A comparative analysis of the study area to other similar areas in the Midwest.
22. Strategies on how to enhance the pedestrian and bicyclist experience through complete streets, including streetscape and landscape improvement and how to better connect with the area south of Railroad Avenue.
23. An analysis of the socio-economic implications of policy and regulations that are proposed for implementation.

1.4 DELIVERABLES

Deliverables should include a bound printed copy of the plan, as well as editable electronic files that can be used by the City for both print and electronic

communication. All print and electronic deliverables should be provided in ADA compliant formatting to be either captioned for multimedia or screen-reader friendly for print elements.

1.5 BUDGET

A project budget should be proposed in an hourly fee format with a not to exceed maximum for the project as defined in the Scope of Services. The budget should also provide an hourly fee structure for any additional work if needed. Printing costs related to presentation materials will be considered reimbursable expenses as part of the not to exceed number for professional service contract. For contract purposes include an additional 5% over and above professional fees in the not to exceed number.

1.6 TIMELINE FOR CITY

The City expects to have a completed update to Master Plan for presentation to the City Council by the end of 2022. However, certain elements of the scope of work such as the design guidelines and zoning ordinance will need to be completed by June 30, 2022. The firm will be presenting the plan to the Historic West Des Moines Master Plan Update Steering Committee, the Planning and Zoning Commission, and the City Council for review and action.

PART II: PROCESS

2.1 PROPOSAL PERIOD

The proposal period will commence on the date the Request for Professional Consulting Services is issued and will end with the submission of the proposal as outlined in section 2.4.

2.2 PROPOSAL DELIVERY

The proposal shall be addressed and delivered to the Brad Munford at brad.munford@wdm.iowa.gov and by 2:00 p.m., on Wednesday, August 25, 2021.

No costs associated with the preparation of this proposal, or incurred in any manner by the submitter, may be charged to the City. All materials submitted in response to this Request will be considered the property of the City. The City reserves the right to use all

ideas submitted in the proposal received unless those ideas are protected by copyright, legal patent, or proprietary rights as stated by the proposer.

2.3 PROPOSAL ACCEPTANCE, REJECTION

1. The City reserves the right to reject the proposal.

2.4 TENTATIVE PROJECT SCHEDULE

Included below for reference is the tentative project schedule. Schedule is subject to change.

Send the request	Tuesday, August 17, 2021
Deadline for proposal submittal	Wednesday, August 25, 2021 @ 2 p.m.
Staff/ Committee Review of proposal	Friday, August 27,2021
Approval of proposal by Steering Committee	Monday, August 30, 2021
Council award of contract	Tuesday, September 7, 2021

PART III: SUBMITTAL REQUIREMENTS

3.1 PROPOSAL SUBMITTAL SPECIFIC REQUIREMENTS

The City asks that the proposal be submittal in a PDF file format electronically to the City. The proposal shall be in 8½" x 11", vertical format, consisting only of the specified materials requested below. Folded 11" x 17" pages in landscape orientation are acceptable.

The proposal should include the following material in the order specified. (Page limit: 25)

- i) COVER LETTER: An officer of the firm submitting the proposal and the designated lead consultant shall sign the cover letter. In case of a joint venture, an officer of each firm shall sign the cover letter as well as the designated lead consultant.

ii) TABLE OF CONTENTS

iii) PROJECT TEAM: Provide a general introduction on the makeup of the project team, including a brief history of the firm and each team member's area of expertise. Note any experience of team members working together on other projects. For each team member, include name, affiliation, address, and telephone number. List the person who will serve as the main contact throughout the project. List any functions that will be subbed out and information on the firm(s) handling the work.

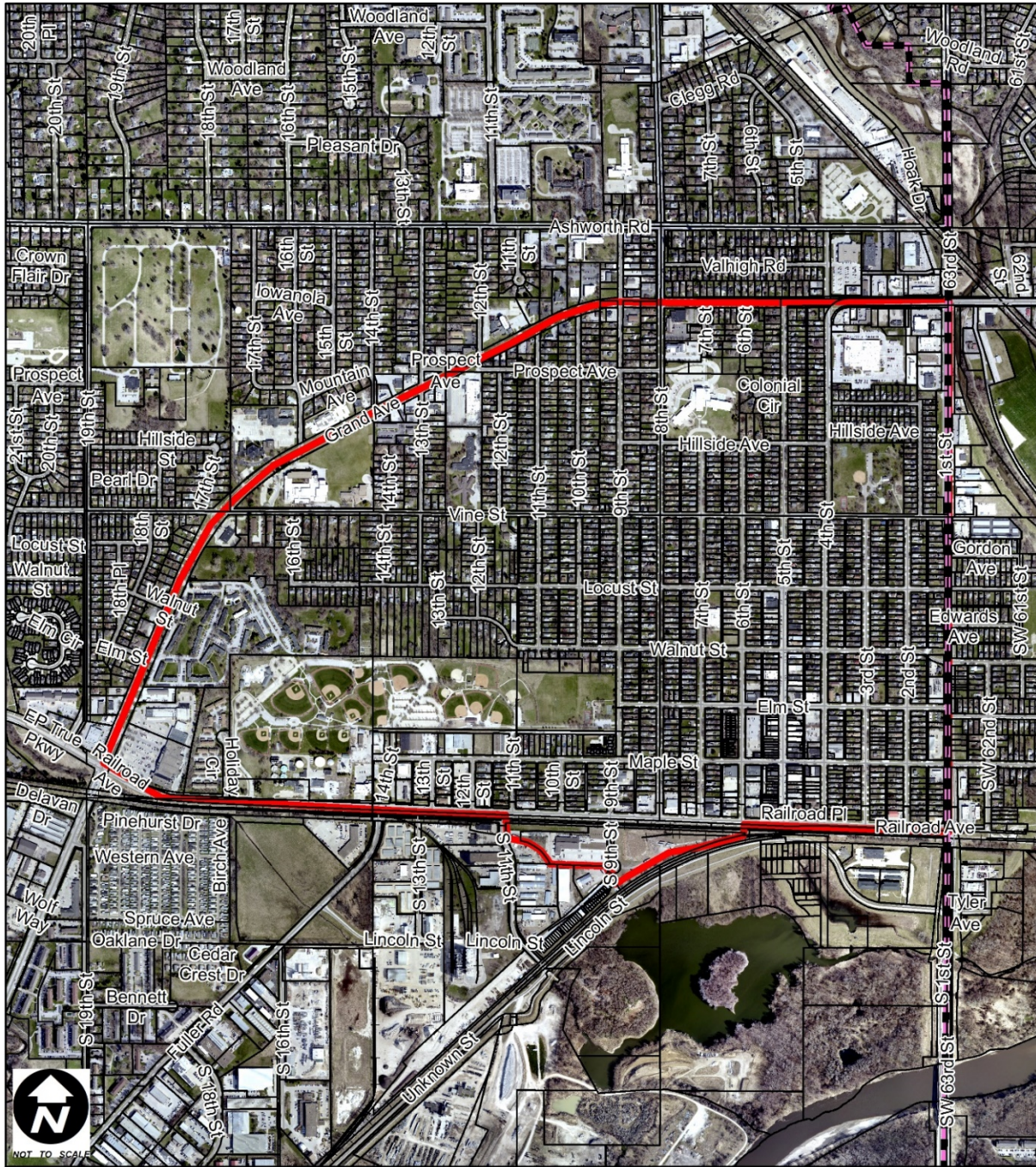
iv) PROJECT NARRATIVE: The submittal should address each of the following criteria:

- (1) Proposer's understanding of the Project Objectives and Scope of Services presented in this Request for Professional Consulting Services.
- (2) Proposer's impressions of the project's opportunities and constraints.
- (3) A description of the proposed work task, concept/approach, and specifications as to which individual(s) and/or subcontractor(s) will be assigned to each aspect of the project.
- (4) The envisioned working relationship with City staff, the Master Plan Steering Committee, and all reviewing bodies during all phases of the project.
- (5) How the team will engage the public to gain public input.
- (6) The process the team will use to develop the project within the budget.
- (7) How the team will engage the property owners, residents, and major tenants.

v) PROFESSIONAL SERVICES: Submit a fee summary for professional services. Summary shall be organized in accordance with the following outline:

- (1) Fee Structure. Fees should be stated as an hourly not to exceed with a breakdown of anticipated hours for each deliverable. Provide a breakdown, by discipline, of all staff involved in the services proposed on an hourly basis to be used should the project scope be expanded. Reimbursable schedule for travel should be included as part of the not to exceed number.
- (2) Projected timeframe (in calendar days) and anticipated workload/staff availability
- (3) Other information at the option of the Proposer



Exhibit I



HISTORIC WEST DES MOINES MASTER PLAN STEERING COMMITTEE SERVICE AREA



Legend

-  Corporate Limit
-  VJ District Boundary