

# Downtown Davenport Strategic Master Planning & Development

## Request for Proposal



Requested by:



**DUE: Friday, December 6, 2019 NOON**

## PROJECT UNDERSTANDING

The Downtown Davenport Partnership is requesting a proposal for conducting a Strategic Master Plan for the downtown district. The study would include a stakeholder/public engagement process to solicit community input to help define the vision for the district.

Desired outcomes include not only physical planning and improvements but also an economic market analysis, a bold vision for urban development and innovative strategies to solve complex community needs.

The Scope of Services is structured into a series of distinct goals.

It is anticipated that the Master Plan will address the following utilizing guiding principles of connectivity, placemaking, authenticity and experience:

- a) Economic Analysis: the economic environment downtown, including existing market conditions for the district, inventory report of commercial office and retail space, identification of service gaps and recommendation for the right mix of retail, restaurants and entertainment establishments; and identifying creative financial incentives and strategies for promoting ideal development within the district;
- b) Connection to the Riverfront: The plan must be adaptable to riverfront development plans as flood protection strategies evolve; plan should focus on connecting the riverfront to downtown and consider thematic connections to other QC downtown districts. *\*Consultant will be expected to stay in close contact with City of Davenport as flood mitigation plan is determined and incorporate into the Master Plan.*
- c) Mobility: Build on 3rd & 4th Street Two-Way Streets Study to create a livable walkable community that improves access and promotes walking, bicycling, services, and activities;
- d) Land Use Planning: focused upon public spaces and facilities, transportation and parking systems, safety, quality of life and place-making features, and environmental conditions;
- e) Branding: Developing an identity authentic to the downtown district experience, marketing, and wayfinding opportunities to strengthen the district's presence;
- f) Incorporate results of downtown housing study (currently underway) to support increasing diversity of accommodation and enhances the downtown core neighborhood;
- g) Position downtown for the attraction and retention of a workforce for the new economy, which reflects the strengths and future potential of downtown Davenport;
- h) Act as a catalyst for high quality development and uses that will enhance the vitality, accessibility and civic appeal of the downtown area;
- i) Reimagine how to serve vulnerable residents and how to facilitate connections to essential services and resources; and
- j) Provide a roadmap to energize the downtown district as a civic and cultural center for all Quad Citizens.

## **ABOUT THE DOWNTOWN DAVENPORT PARTNERSHIP**

Downtown Davenport Partnership (DDP) has a long and storied history with the redevelopment and revitalization of downtown Davenport. The downtown SSMID (Self Supporting Municipal Improvement District) was founded in 1977, making it the first and now oldest district of its kind in Iowa. The district was originally administered by the Downtown Davenport Development Corporation in 1977, which later partnered with Rejuvenate Davenport and Downtown Davenport Association in the 1980's & 90's. The organizations merged in 2000, forming the Downtown Partnership, a division of DavenportOne (Chamber). DavenportOne merged to form the Iowa Quad Cities Chamber in 2009, and in 2010, the Iowa and Illinois chambers merged to form the Quad Cities Chamber of Commerce. The Davenport Downtown Partnership remains a standing division within the Chamber and manages the administration of the SSMID.

The mission of the Partnership is “to administer and operate programs for the general improvement and redevelopment of Davenport’s Central Business District and to enhance its aesthetic appearance and economic future for the community and all the citizens of Davenport.” DDP is working hand in hand with the City of Davenport whose elected officials and staff will be incorporated into the projects working group.

## **ABOUT THE COMMUNITY**

With a population of approximately 102,000, the City of Davenport is the largest city in Scott County, Iowa. It is one of the Quad Cities, five mid-sized midwestern cities that straddle the Mississippi River, 165 miles west of Chicago. With its neighboring cities of Bettendorf, Iowa; Moline, Illinois; East Moline, Illinois and Rock Island, Illinois, the area population is almost 400,000, the largest urban area between Minneapolis and St. Louis.

About \$600,000,000 has been invested in downtown since 2000. Demand for urban living continues to grow and there are now over 1500 residential units within the formal Self Supporting Municipal Improvement District (SSMID) boundaries. About 6,000 employees work in downtown Davenport and about 250 businesses reside downtown.

No recent study has been completed totaling the square footage of office and retail space. An updated housing study is currently underway; results will be available to the consultant.

## PROJECT BACKGROUND

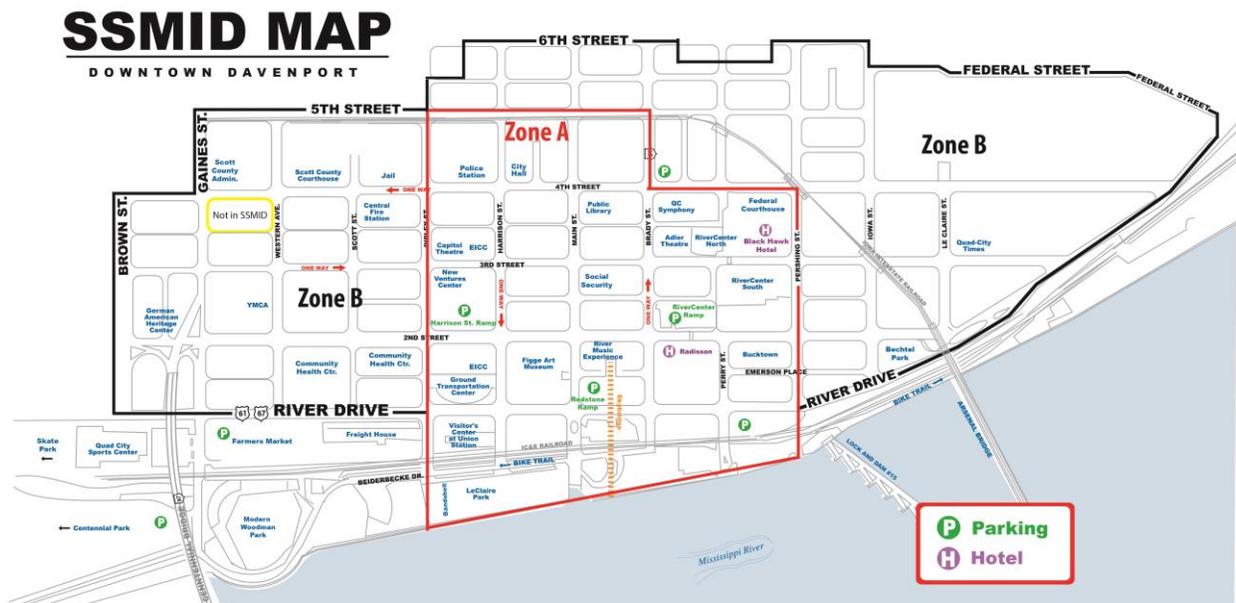
DDP has spearheaded two downtown strategic master plan projects in the past and both have been successful in aligning partners and directing a strategy for development. Downtown Davenport has experienced tremendous growth and redevelopment especially over the last 10 years. In the spring of 2019 the downtown community experienced a natural disaster with historic flooding that has challenged businesses and development like never before.

The region showed its strength and resiliency by banding together to offer assistance and resources for the downtown to rebuild. It forced some businesses to relocate however downtown is largely unchanged with the majority of businesses have continued to operate normally. Flood mitigation discussions will continue and will affect how master planning should be approached for the next development era of downtown.

This community and its leaders are dedicated to meeting the challenges we face going forward and we are looking to this plan to build on prior success, showcase who we are, create a vision for who we want to be and share our message to attract future development.

## PROJECT AREA

This study area has been well-defined by the SSMID boundaries, defined generally running from the Arsenal Bridge to the Centennial Bridge, and from the Mississippi River to 6<sup>th</sup> Street. See illustration below:



## KEY AREAS OF INTEREST AND FOCUS

This study is intended to create a vision for future investment to incentivize and direct growth; continue the right blend of development; explore integration through perception and physical means the riverfront, as well as the east and west-end neighborhoods into the downtown core; leverage arts and cultural assets; protect historic and district character; emphasize street level activation through placemaking and development; and create an authentic sense of place.

District-wide needs and key issues facing downtown Davenport:

- Business attraction and retention; specifically for Class A office space, start-ups/entrepreneurs and remote workers
- Identify key opportunity sites; with a focus on how to capitalize on Opportunity Zone designation and connecting projects to funds
- Connectivity; physical and perceived disconnect between the downtown core and the riverfront and east/west-end gateways
- Branding, marketing and wayfinding; developing an identity and defining the downtown experience
- Strategic and creative place-making and alignment with downtown events
- Clean & Safety initiatives
- Mobility
- Pedestrian friendly environment

## PREVIOUS STUDIES & PLANS

- [Opportunity Zone Prospectus](#)
- [Downtown Davenport 10 Year Strategic Action Plan](#) (2013)
- [Western Gateway Vision Plan](#) (2014)
- [RiverVision Plan](#) (2004) / [RiverVision Update](#) (2014)
- 2019 Parking Study (available soon)
- [Housing Assessment – 4<sup>th</sup> Quarter 2017](#) (*updated assessment currently underway*)
- [3<sup>rd</sup> & 4<sup>th</sup> Street Two-Way Streets Study](#) (2017)
- [Davenport Go Multi-Modal Enhancement Plan](#) (2019)
- [Arts & Economic Impact Study](#)
- [City Livable Report – Jeff Speck](#) (2008)
- [Riverfront Plan](#) (2019)

## **THE TEAM:**

It is expected the master plan team should include (but not limited to) the following professionals, disciplines and consultants:

- Urban Planner/Designer/Architect
- Market/Economic Analyst
- Branding/Marketing Consultant

## **GENERAL SCOPE OF WORK:**

### ***Economic Analysis***

The focus of the economic assessment should be an analysis of existing market conditions for the district; current and projected economic development within downtown; identifying current gaps in development or services provided to residents and visitors; and outlining opportunities to create financial incentives to attract the right mix of future development. Additionally, an inventory report should be conducted to show the total square footage of commercial office and retail space that exists downtown.

### ***Kickoff Meeting***

The Downtown Davenport Partnerships will conduct a kickoff meeting in Davenport to discuss the scope of work, schedule for meetings, deliverable dates, lines of communication, potential site development issues, and the measure of success for the study.

### ***Stakeholder Interviews***

The client will identify key stakeholders who can provide useful information and perspectives on the various issues affecting the study area. Possible stakeholder groups could include City of Davenport staff and elected officials, community foundation, Chamber of Commerce, Convention and Visitors Bureau, and key business and property owners.

### ***Concept and Plan Elements***

Based on the input process, the team will further develop a framework plan for the study area. This includes analyzing collected data and stakeholder input to consider context-sensitive solutions. The team will develop and evaluate viable alternatives to address the project needs in the following categories:

1. Framework Plan
2. Economic Strategies
3. Marketing, Branding and Signage

### ***Preliminary Draft Plan and Presentation***

Develop a draft summarizing the previous tasks. The Master Plan (11"x17" landscape will include:

1. Summary of process
2. Framework plans for strategic development
3. Economic analysis
4. Transportation strategies and policy
5. Branding and marketing strategies
6. Action plan and implementation roadmap

Interactive exercises will be conducted to gauge support or assess changes to be incorporated into the final plan. The comments provided will be documented and incorporated into a final draft report.

### ***Final Plan***

Building on the previous tasks, the team will address comments and incorporate them in the final Master Plan document.

The project team will include a final presentation to stakeholders in Davenport.

## **PROPOSAL SUBMITTAL**

### ***SCHEDULE:***

- Distribution of RFP – Thursday, October 24, 2019
- **RFP responses due – Friday, December 6, 2019 by NOON**
- Interviews begin – week of January 6, 2020
- Finalization of Scope and Contract with selected firm – week of January 20, 2020
- Project Kick-off – February, 2020
- Project Completion – final master plan and presentation must be complete by June 1, 2020

### ***SUBMISSION REQUIREMENTS:***

Respondents shall submit five (5) hard copies of all proposal documents as well as a digital file (.pdf format) of the documents.

1. Project Team qualifications including prime and all consultants
2. Staff assigned to project and qualifications
3. Provide a list of current active projects, including the name, type of project, location, firm's role in the project and status of the project
4. Evidence of expertise and experience in master plan visioning; downtown economic and real estate development; retail and residential analysis planning, and attraction and urban design
5. Public engagement approach. List at least three innovative public engagement activities utilized in past projects
6. Professional qualities and methodology that make your group uniquely qualified
7. Examples of relevant previous work, both completed and proposed
8. Relevant references and clients: List a minimum of three (3) references for each firm
9. Estimated total project fees, including breakouts by consultant
10. Estimated project schedule, including milestone check-ins

Expenses incurred by the respondents in replying to the RFP or in making any appearance before the Review Committee are at the respondents' own expense and risk.

**Proposals should be received no later than Friday, December 6.** Proposals must be submitted (mailed or hand-delivered) to:

Downtown Davenport Strategic Planning  
Attn: Alisha Espey  
Downtown Davenport Partnership  
331 W. 3rd Street, Suite 100  
Davenport, IA 52801

***SELECTION CRITERIA:***

All proposals will be evaluated based on the following criteria with a rubric scoring method:

1. Project Team qualifications and expertise
2. Evidence that Project Team understands the vision and goals set forth and clearly communicate that through this proposal
3. Completed relevant work and its impact
4. Fees and Schedule, while relevant and important in our evaluations, will not be a singular deciding factor in the selection of a project team

***Questions and Clarifications:***

Please direct all questions or any other correspondence to:

Alisha Espey, Program Director  
Downtown Davenport Partnership  
(563) 823-2651  
aespey@quadcitieschamber.com