



Jenks

DOWNTOWN MASTER PLAN

REQUEST FOR QUALIFICATIONS

The City of Jenks is seeking a qualified firm or consulting team with public sector experience, to develop a forward visioning Downtown Master Plan that aligns with the City's mission, vision, and comprehensive land use plan.

CONTACT

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DATE: February 28, 2024

PROJECT TITLE: City of Jenks Downtown Master Plan

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INTRODUCTION: The City of Jenks is seeking a qualified firm or consulting team with public sector experience, to develop a forward visioning Downtown Master Plan that aligns with the City’s mission, vision, and comprehensive land use plan. We understand towns and cities are built step-by-step by many people. The City of Jenks proposes the following process to focus resources on priorities provided through public input that will make a difference in the lives of the citizens and find a way to blend the old with the new.

Milestone	Key Dates
Release RFQ	February 28, 2024
Deadline for question submittals: <i>Questions regarding the project should be submitted via email to Marcae Hilton MHilton@jenksok.org by this date.</i>	March 06, 2024
Responses to Questions: <i>Posted to the Downtown Master Plan RFQ link located at link: Jenks Downtown Masterplan.</i>	March 15, 2024
RFQ submittal due to the City of Jenks by 5:00 pm.	April 1, 2024
Consultant interviews.	April 8-11, 2024
Consultant selection.	April 11, 2024
Presentation to Planning Commission	April 18, 2024
Preliminary meeting with staff to receive background materials, refine goals/objectives on research, analysis and strategic approach, contract negotiations, etc.	Week of April 22-25, 2024
Other Steps:	
Award of contract by City Council	May 2024
Begin research, analysis of information provided and formulate strategic project approach	May 2024
Presentation to Planning Commission on recommended approach	TBD
Community Outreach/Stakeholder input	TBD
Analysis, cost estimates, and draft report	TBD
Council/Commission/Stakeholder input	TBD
Final report, Timeline, Adoption	TBD

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DESCRIPTION

The City is looking for the right organization and team to create the vision and standards for the *Jenks Downtown Master Plan (JDMP)* that will retain residents and attract visitors for years to come. The JDMP should capitalize on the City's core walkable blocks and expand the pedestrian-oriented experience provided along Main Street to "A" Street and East Aquarium Place, provide analysis for attracting a customer base that will provide additional shopping, dining and entertainment options for residents and reach families beyond the City limits. After public input, multiple charettes, and public hearings, the City of Jenks adopted *Horizon Jenks* the current Comprehensive Land Use Plan in 2020 and the companion document the *Unified Development Ordinance (UDO)* in 2022; these documents reflect our dedication to quality urban design, architecture, and, most importantly, a high quality of life in all neighborhoods in the city. The Downtown is identified in the Jenks Comprehensive Plan, as the *Downtown Core (DC)*. The adopted Master Plan will expound on the adopted UDO and Comprehensive Plan with focus on new development exhibiting the ideal built form and encouraging tax generating businesses to be located along the ground floor of Main Street and the Downtown Core and provide recommended best practices for protecting the surrounding residential neighborhoods.

TO PROSPECTIVE FIRMS

The successful candidate(s) will be expected to respond to current and future development needs. The candidate must provide evidence of a proven track record identifying public and private investment opportunities, demonstrating quality urban design practices, crafting master plans, facilitating effective forums for public participation, and developing innovative land use plans.

PROCESS

The acquisition of professional services for this project will be a two-part process.

1. Evaluation of Qualifications.
 - a. Focus Group evaluation of RFQ Submittal Documents: review of the qualifications will be conducted by 3 (three) focus groups each with a percentage stake in the final decision.
 - i. 50% vote: Development staff at the City of Jenks.
 - ii. 25% vote: Stakeholder Group "1" Downtown | A practical team, of 5 or 7 individuals, comprised of representatives from key downtown stakeholder entities, possibly including (but not limited to): architect, business owner, engineer, artist, City of Jenks Planning Commissioner.
 - iii. 25% vote: Stakeholder Group "2" Community | Representatives from the community, of 5 or 7 individuals, including the Jenks Chamber of Commerce, Jenks Public Schools, and possibly including a local lending institution, and current City of Jenks Councilor.
2. Evaluation of Interviews.
 - a. Interviews will be conducted at City Hall per the following criteria:
 - i. Development staff
 - ii. (One) 1 representative (as nominated) from Group "1" downtown stakeholders.
 - iii. (One) 1 representative (as nominated) from Group "2" community stakeholders.

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SUBMISSION REQUIREMENTS

1. **PROPOSAL FORMAT:**
 - a. Hard copy and digital copy
 - b. Fifteen (15) copies of the proposal.
 - c. Clear Front - three-hole binder.
 - d. Presentation should be (8 ½ x 11) letter – for all text.
 - e. Attachments with color maps or other graphics may be (11 x 17) ledger – folded.
 - f. Page numbering at the bottom of each page.
2. **TITLE SHEET:** The title sheet must provide the name of the firm submitting the proposal with the name of the primary contact address, phone, and email clearly identified.
3. **TABLE OF CONTENTS**
4. **BACKGROUND:** Summary of firm’s background and focus.
5. **LIST OF RELEVANT COMPLETED PROJECTS INCLUDE:**
 - a. Location
 - b. Client
 - c. Date of project
 - d. Project scope and firm’s role in the project
 - e. Project description including
 - i. Illustrative materials
 - ii. Written description (e.g., why is example relevant to this downtown master plan project?)
6. **PUBLIC ENGAGEMENT APPROACH:** List at least three successful public engagement activities/strategies utilized in past projects and why they were effective.
7. **TEAM COMPOSITION:** Provide information of all individuals who will be assigned to the project.
 - a. Name
 - b. Title and experience
 - i. Years of experience in this industry
 - ii. Years of experience with this firm
 - iii. Years of experience in this role
 - c. Description of respective roles
 - d. Experience | How does the team’s combined experience translate to this project?
8. **PROFESSIONAL REFERENCES:** List a minimum of three (3) references for your firm.
 - a. Contact Name
 - b. Address
 - c. Phone Number
 - d. Email
 - e. Relationship to firm
9. **RECOMMENDATIONS:** The firm’s proposal should also provide recommendations for the implementation of the approved elements the downtown masterplan:
 - a. Response to RFQ outcomes:
 - a. Shaping Downtown
 - b. Managing Downtown
 - c. Experiencing Downtown
 - b. Priority list/phasing.
 - c. Estimate of costs including construction and any other fees from subcontractors as needed.
 - d. Funding sources and options.
 - e. Start date after funding is secured.

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CRITERIA FOR CONSIDERATION OF QUALIFICATIONS: The shortlisted firms will be requested to participate in an interview and further outline a detailed description of their proposed services, price proposal, and a detailed project schedule for implementation. The City will evaluate and rank each firm based on the following factors.

- Process & Creativity – 50 points maximum
- Project Schedule – 10 points maximum
- Experience and Qualifications – 25 points maximum
- References – 15 points maximum

FINAL DECISION: In responding to this RFQ, the firms understand that the decision of the selection committee is final. All proposals will be reviewed and ranked according to the criteria above, and respondents may be selected for interviews or oral presentations as may be necessary. The City makes no commitment to any respondent to this RFQ beyond consideration of the Qualifications.

INTERVIEW: Selected Firms will be asked to participate in an in-person interview with the following requests:

1. Statement of Philosophy and Project Understanding
 - a. Prior to interview
 - i. Submit a written statement outlining the philosophy of the team in approaching projects of this nature and the team’s grasp of issues and goals to address in the study.
 - b. Be prepared to discuss “Statement of Philosophy and Project Understanding.”
2. Draft Service Agreement:
 - a. Include terms and conditions.
 - b. General pricing information for professional services.
3. Proposed Project Fee:
 - a. Prior to the interview provide a copy of the proposed fee structure in sealed envelope.
 - b. Label Envelope: Proposed Fee.

CONDITIONS AND LIMITATIONS:

Selected Response: The City reserves the right to include the selected response or any part or parts of the selected response in the final contract.

Reimbursement: The City makes no commitment to any respondent of this RFQ beyond consideration of the written Response. The City will not reimburse firms for the costs incurred in response to this solicitation.

Collusion: By submission of a response, the firm certifies, and in the case of a joint submission each party certifies as to its own organization, that in connection with any cost proposal submitted by the firm, the prices which are quoted are not the product, direct or indirect, of any collusion with any other firm, and have not been knowingly disclosed by the firm directly or indirectly to any other firm prior to submission to the City.

Addenda: Any changes resulting from the questions submitted affecting the scope of work, or which may require an extension to the solicitation due date will be reduced to writing in the form of an addendum to this solicitation. Addenda may only be viewed at: [Jenks Downtown Masterplan](#). It is the firm’s responsibility to check the above site to determine if the City has issued any addenda. Addenda will be issued no later than five (5) business days prior to the solicitation due date.

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Lobbying: Firms are prohibited from directly or indirectly communicating with City Council members and Planning Commission members regarding their qualifications or any other matter related to the eventual award of a contract for the services requested in this RFQ. Firms are prohibited from contacting City staff or evaluation committee members regarding their qualifications or the award of a contract, unless in response to an inquiry from a staff or committee member through the Planning Department. Any violation will result in immediate disqualification of the Firm from the selection process.

City of Jenks Artwork: Use of the City seal or the City brand on Responses is not permitted on non-City-generated work products.

Protests: A protest to the City's consideration of any response must be submitted in writing and received by the Planning Department no later than five (5) business days after the response due date. A written reply to the protest will be sent to the protesting firm by the City Planner. The protest must contain:

1. Identification of the statute or procedure that is alleged to have been violated.
2. A precise statement of the relevant facts.
3. Identification of the issues to be resolved.
4. Aggrieved party's argument and supporting documentation.

RFQ OUTCOMES: This RFQ is supported by the Jenks Comprehensive Plan Commercial - subarea plan for downtown. There are three outcomes for consideration in the RFQ process: Shaping Downtown, Managing Downtown, Experiencing Downtown.

SHAPING DOWNTOWN: Initiate an urban design policy framework to identify Downtown's sense of Place and community.

Public Input: Jenks Downtown Master Plan project process will be transparent, predictable, and inclusive of community input.

- Create a transparent process for citizen input.
 - Solicit feedback from a range of age and interest groups.
 - Prepare and facilitate up to three (3) in person broad-based creative community outreach efforts.
 - All in person meetings will take place in the Downtown Core.
 - Maintain Web and social media management.
 - Non-traditional approaches will be encouraged.
- Involve Downtown Core stakeholders.
 - Prepare and facilitate initial stakeholder interviews.

Place Branding: Enhance the downtown Jenks experience by identifying and cultivating its creative, historic, charming character, and expanding on current wayfinding.

- Help residents build an identity with distinguishing features so that Jenks will stand out from other cities.
- Clearly communicate the benefits and strengths of Jenks to potential investors, visitors or residents.
- Additional items of interest to Jenks.
 - Create graphics and wayfinding for downtown.
 - Downtown Map identifying public parking.
 - Use the *City Image* process created by Kevin Lynch.
 - The 10 District.
 - Craft sample policy for the following:

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- Murals
- Public Art
- Banners
- Hall of Fame (Jenks Public School walk), coordination with the school will be required for broader understanding of vision and requirements.

Beautification Plan: Strengthen Downtown’s identity as a series of residential neighborhoods. Extend Downtown’s sense of place to the surrounding residential community by creating residential design standards for main street and other areas.

- Review current adopted UDO standards to determine if current design standards are adequate for sustainable development.
 - Continue to encourage a mixed use, (live, work, play), environment in the downtown through recommended policy.
 - Pursue economically and environmentally sound, sustainable development.
- Continue to protect landmark buildings.
- Identify iconic structures.
- Support adaptive reuse.
- Create design standards for residential development.
 - Consider creating residential downtown districts.
- Uniformity of design.
 - Public spaces, street furniture, entertainment nodes, visibility improvements, public gathering areas.

MANAGING DOWNTOWN: Increase the size of our historic district(s) with uses that could include retail, housing, dining, professional and personal services, entertainment, transportation, small-scale production, and nonprofit activities. Understand our local economy driver and how the community envisions its future by working closely with local stakeholders from all sectors.

Market Analysis: A Market Analysis will be vital to move forward as a competitive municipality. Create a statement of intentional economic direction that can be used to focus and guide future development in the DC. This step can provide a tool to help the City Council, Jenks Chamber, local investors, and stakeholders make informed decisions about the DC and surrounding neighborhoods.

Enhance Downtown’s role as the larger community’s “front porch.”

- Seek opportunities for new community gathering spaces.
- Continue to provide programming and activities with regional appeal.
- Coordinate these programs so there is always something to do Downtown.

Provide a market analysis identifying opportunities that are attractive to conventional and/or innovative developers.

- Expand on the vision for downtown and develop tangible economic goals for the district.
- Identify unique competitive advantages of the downtown core.
- Identify types of development projects that are consistent with realistic market opportunities.
- Identify markets that will increase the sales tax base.
- Explore the trade area.
- Evaluate population consumer trends.
- Conduct business inventory.
- Identify competing downtowns, commercial districts, and shopping centers.
- Creation of job permanent jobs and opportunities that pay above minimum wage.

Marketing during reconstruction of Main Street:

- Alley Activation.
- Incentive program.
- Communications.
- Signage.

EXPERIENCING DOWNTOWN: As we prepare for future growth our streets must be reclaimed, and the traffic must be evaluated to create a healthy balance between vehicular and pedestrian traffic. The Downtown Master Plan supports the continued creation of "great streets" in Downtown which will allow us to maintain the character and charm citizens have grown to love. More than any other feature, streets define a community's character. "Great streets" are walkable, accessible to all, interesting, comfortable, safe, and memorable. While great streets accommodate vehicular and pedestrian travel, they are also signature public spaces. Great streets showcase high quality buildings; mixed-use streets provide good addresses for sustainable commerce while residential streets are key to livability in neighborhoods. An essential distinction of great streets is that the whole outdoor room is designed as an ensemble, including utilitarian auto elements (travel lanes, parking, curbs), public components (such as the trees, sidewalks, and lighting) and private elements (buildings, landscape, and garden walls).

Street Analysis:

- Scale-Design for pedestrians first. Consider the school traffic.
- Design streets as a unified whole, include sidewalks almost everywhere.
- Shade for motorists, pedestrians, cyclists should be priority.
- Use appropriate lighting.
- Consider on-street parking in suitable locations.

Parking Study:

- Parking inventory.
- Add parking spaces wisely and develop new unified parking management strategies.
- Need for a parking structure?
 - Cost
 - Timeframe
- Location of a parking structure?
- Confirmation of current parking
- Public vs private parking.
- Valet Parking?

Infrastructure:

- Evaluate existing conditions of water distribution, sanitary sewer, stormwater, electric and gas.
- Integrate public open space with new development.
- Pursue high standards in design of new sidewalks, streetscapes, landscaping.
- Inventory of current conditions and identify best utilization of public assets.
- Support alternative modes of transportation emphasizing walking and biking:
 - Creating a visual survey of existing conditions.
 - Use drone footage.
 - Include pictures.
 - Conduct walking tour.
 - Median width.

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Traffic Analysis:

- Crosswalks
 - Crosswalk visibility
 - Raised Crosswalk
 - Pedestrian refuge island
 - Flashing beacon
- Sidewalks
 - Evaluation of maximum and minimum width allowance
 - Evaluation of a dedicated trail or shared sidewalk along the railroad right of way.
 - Develop a specific methodology and criteria for determining locations for the potential expansion of sidewalk areas into the public right of way to accommodate permanent outdoor restaurant seating (parklets).

This process is not intended to:

- Conduct a SWOT analysis.
- Re-evaluate designated Land-use and zoning, unless provided as future recommendation.

HISTORY OF JENKS

Jenks is accentuated by its small-town feel, charming downtown, world class “Oklahoma Aquarium”, and distinguished school district, creating a mix of history and new potential. For over twenty-five (25) years, the City has been regarded as an up-and-coming destination, with the first land along the Arkansas River, in Tulsa County, to develop offering a unique river experience providing residential living, commercial and entertainment uses. Jenks is also within twenty-five (25) miles of Tulsa International Airport and less than fifteen (15) minutes to Tulsa Riverside airport situated adjacent to Jenks. Jenks is just a few miles south of one of the newest, most vibrant, regional shopping destinations, known as *Tulsa Hills*. In addition, Jenks can boast of the only new Simon Outlet Mall in the state slated for opening Summer 2024. Jenks is approximately 17 miles and a density of roughly 1,588 people per square mile.

In 1905, the town of Jenks, Oklahoma was platted along the Arkansas River by the Midland Valley Townsite Company, serving as a weigh station for the Midland Valley Railroad. The land was formerly an allotment to the Perryman family, freedmen of the Muscogee Nation. Early settlers included oilfield workers from the nearby Glenn Pool, which set off a population boom in the area. In the 1920s, the city was inhabited by an influx of Bulgarian farmers and continued to develop into a traditional small town in Oklahoma with a vibrant Main Street.

From the earliest days of settlement, Jenks has put a strong emphasis on public schools with the oil tank farms providing property taxes for school facilities. The first school opened in 1906 and Jenks Public Schools (JPS) opened two years later. Today, JPS is considered the state’s top school district in academics, athletics, and extracurricular activities.

As the school grew and time passed, downtown Jenks fell victim to neglect. In 1986, however, Main Street was given new life with a grant from the State of Oklahoma. That grant was used to hire a consultant to rebrand and refresh the downtown area, anchored by Main Street. The Jenks Antiques District was born and was dubbed the “Antiques Capital of Oklahoma.” Today, downtown is evolving beyond an antiques district. City leaders are working to create policies and incentives to bring new investment into downtown Jenks.

Twenty years ago, the population of Jenks hovered around 9,500. By 2010, the population exploded to 16,926, making Jenks the fastest-growing community in the state. According to the estimated 2022 Census, Jenks has continued to maintain its tremendous growth, increasing in population to over 27,000. While still focusing on public education, Jenks’ demographics have changed from the days of oilfield workers and farmers. Now, Jenks has one of the State’s most desirable demographics with a median household income of \$91,798 and nearly 45% of the population holding a bachelor’s degree or higher.