



Request for Proposals: Downtown Retail Strategy

The [Pittsburgh Downtown Partnership](#) (PDP) is seeking proposals from qualified firms to develop a Downtown Retail Strategy. The purpose of this Strategy is to provide insights into the current state of Downtown retail, identify existing retail clusters, assess retail gaps, and recommend retail that would be catalytic for residential development and serve the over 90,000 individuals in the Golden Triangle daily.

The Strategy should include the following components:

- 1. Identification of Existing Retail Clusters:** Analyze Downtown's retail landscape to identify existing clusters that contribute to specific destination retail “scenes”. This analysis should include an examination of retail types, demographics of visitors, foot traffic patterns, opportunities for new retail 6+ and overall market dynamics.
- 2. Assessment of Retail Gaps:** Identify gaps in Downtown’s retail market through market research. This analysis should highlight areas where there is a lack of certain retail categories or where opportunities exist for new retail concepts, in alignment with retail spaces that could accommodate such uses.
- 3. Recommendations of Retail that is Catalytic for Residential Development:** The Strategy will draw from national examples and explore retail types that have the high likelihood to be catalysts for residential development investment in Downtown. This analysis should consider factors such as walkability, accessibility, and compatibility with residential neighborhoods.

Deliverable: In addition to a written report, should feature extensive maps and include alignment between strategic recommendations and available vacant spaces (as of the completion date). Final deliverable can be in the format of a PowerPoint deck with a supplemental Executive Summary (or open to other suggestions).

Support: There will be a PDP steering committee for the Strategy, and support will be provided by PDP staff for stakeholder introductions and interviews (as needed) and providing existing information, such as: retail vacancy [map](#), retail vacancy tracking spreadsheets, and business directory.

Budget & Timeline: \$65,000. Approximately July – October 2024.

Proposals should outline an approach, methodology, relevant experience, timeline, and cost estimates and if possible, similar deliverables for past clients.

Proposals should be submitted to Cate Irvin, Senior Director of Economic Development, via email, cirvin@downtownpittsburgh.com, by Friday, May 17.