



Town of Frisco, Colorado
Request for Proposals
2020 Main Street Vision:
From the Mountains to the Marina

Release Date: February 12, 2020
Submittal Deadline: March 11, 2020

Introduction

The Town of Frisco is seeking proposals from qualified candidates for the development of a Main Street Vision Plan. Frisco's iconic Main Street defines our community and serves many important roles as an economic driver, main transportation corridor, and community gathering space where locals and visitors come together. Recognizing that infill and redevelopment opportunities are limited, the Frisco Town Council prioritized the development of a sub-area plan for Main Street and its entrances to ensure that future development is both sensitive to Frisco's unique character, and economically balanced, in order to continue to support the vitality and sustainability of Frisco.

The Town of Frisco completed a major update to the Frisco Community Plan in 2019. This comprehensive planning process involved a considerable amount of public outreach designed to establish a strong community vision for the Town's future. This planning process reinforced the community's desire to strengthen and enhance Main Street in its entirety "from the mountains to the lake." Several of the action-level strategies from the Community Plan speak directly to the next steps desired for Main Street and the downtown area.

Strategy 1.3-b: Revise land use regulations to strengthen protection of historical structures, including required preservation as well as incentives.

Strategy 1.4-b: Develop and implement streetscape plans (e.g., lighting, multimodal enhancements, bridge enhancements, signage) for West Main Street.

Strategy 1.4-c: Develop a Main Street Master Plan to guide development and plan for enhancement of this corridor.

Strategy 1.4-d: Review allowable uses for the ground floor levels along Main Street to ensure an appropriate mix of uses within the town core.

Strategy 4.2-b: Revise development regulations to require private developments to build sidewalk and multi-modal path connections in accordance with Town plans.

Strategy 5.1-g: Develop design standards for wayfinding and identification of parks, trails, open space, and public facilities.

In 2014, Main Street received a major facelift and infrastructure overhaul. Dubbed "Step-up Main Street" these improvements stretch from Summit Boulevard/State Highway 9 to Madison Avenue. Some improvements have been implemented from Madison Avenue to Forest Drive but in a more limited capacity. The purpose of this plan is not to revisit these recent improvements but to look at how West Main Street can connect both aesthetically and economically into Main Street as a whole.

Both the East and West entrances to Main Street have vacant parcels of public and privately owned land. A priority for the Main Street Vision Plan is to analyze these areas in terms of the existing zoning regulations and economic opportunities in order to determine the best future for these important

gateway areas. The plan will serve as a tool to communicate our vision and potential for growth to businesses considering locating or expanding in Frisco.

Running concurrently with the Main Street Vision Plan, the Town will be undertaking a planning effort for the redesign of Granite Street. Granite Street is an important transportation corridor in the heart of Frisco, Colorado. Running parallel to Main Street, it serves as the secondary connection, and only alternative through-street, from West Main to Summit Boulevard/SH 9. Community outreach, conducted as part of the mobility analysis for the 2019 Community Plan Update, showed strong support for a multi-modal, complete street design for the redevelopment of Granite Street making this corridor more appealing to bicycle and pedestrian users. The Town is planning to conduct some of the public outreach for the Granite Street Redesign in conjunction with the Main Street Vision Plan. This could take the form of shared public meetings or a more formal relationship between the two projects depending on the consultant's approach and interest. Please review the [Granite Street Redesign RFP](#) for more information.

Project Overview

Study Area

The geographic plan area includes Main Street from the East Main Street intersection with Summit Boulevard (and surrounding properties) to the West Main Street intersection with Interstate 70 (Exit 201) and Galena and Granite Streets to the north and south (see map, Attachment 1).

Scope and Intent

The intent of this planning process is to create a Main Street Vision Plan that builds on the aspirational elements of the Frisco Community Plan in order to ensure future development is congruent with the overall vision for Main Street. The Main Street Vision Plan should focus on policy recommendations as well as defining physical elements such as design standards, streetscape layout, and public facility goals.

The proposed scope of work includes:

1. Define desired character and core design principles for the project area and analyze existing zoning and development standards.
2. Analyze existing economic strengths and identify opportunities to create a more diverse and resilient economy.
3. Evaluate existing land uses and make recommendations for a well-balanced mix of uses that supports a sustainable and vibrant commercial corridor.
4. Explore potential development scenarios for the west and east Main Street gateway areas in order to create attractive and inviting community entrances, promote compatible growth, and create economic sustainability.
5. Analyze the uses and physical relationships of the public facilities located within the project area and make recommendations for future potential uses. These include: Town Hall, 1st and Main,

Frisco Historic Park and Museum, the Information Center, Triangle Park, and the 3rd Avenue Community Center.

6. Develop recommendations for the preservation of existing historic structures on Main Street and opportunities for enhancing the character of Main Street with relocated historic structures.
7. Develop recommendations for right of way design, including multi-modal facilities, parking and public amenities that will elevate, and unify the streetscape. These amenities might include additional site furnishings, parklets, plaza spaces, and public art, among others.

Elements of the Plan Document

- a. Existing Conditions and Needs Analysis – An assessment of the current conditions and needs for the project area including character and design principles, land use and development regulations, economic conditions, historic resources, public facilities, and street design.
- b. Regulations and Policies Analysis - Recommendations on elements including but not limited to land use and development regulations, economic conditions, historic resources, public facilities, and street design.
- c. Development Scenarios – Illustrative plans and perspective renderings to depict potential development scenarios for the east and west Main Street gateway areas.
- d. Physical Plan Elements – Design plans to illustrate recommendations for historic resources, public facilities, right of way design, multi-modal facilities, parking and public amenities such as site furnishings, parklets, plaza spaces, and public art, etc.
- e. Summary of Key Goals and Implementation Strategies – A prioritized list of critical ‘next steps’ with timelines for implementation and estimates on budget impacts.

Community Engagement

The Main Street Vision process can only be successful if there is meaningful participation from the public, Main Street business and property owners, elected officials, Town staff, and other stakeholders. The selected consultant will demonstrate skill and experience in creative and effective public participation. The proposal should include detail on outreach specifically geared to downtown merchants and small businesses, property owners, and the community at large. The consultant will coordinate with Town staff on the creation of a citizen advisory committee that represents a diversity of interests in the Main Street corridor and the Town in general.

Meetings, Management, and Schedule

The Town will provide a Project Manager for coordination and communication throughout the planning process. The selected firm will be expected to coordinate with Town staff, Planning Commission, and Town Council throughout project. The consultant should prepare a detailed schedule of public meetings, community outreach, and milestones for project completion.

Anticipated meetings will include: Kickoff workshop with Town staff, presentations and workshops with Town Council and Planning Commission at logical points in the plan development, meetings with the

citizen advisory committee, and general community wide meetings. Schedule and duties may be adjusted as necessary during the process.

It is anticipated that the Main Street Vision Plan will take between six and nine months to complete. By the end of 2020, a draft would be prepared for finalization and adoption by the Planning Commission and Town Council. Citizen involvement should occur throughout this timeframe.

Background Research and Plan Review

The Main Street Vision Plan should integrate and draw from the Town’s other adopted plans as well as the existing land use code and development regulations. These plans include:

- Frisco Community Plan, 2019
- 2019-2020 Town Council Strategic Plan
- Frisco Trails Master Plan, 2017
- Housing Task Force Final Report, 2018
- Summit County Housing Authority Needs Assessment, 2013, 2016
- Marina Master Plan 2018
- Climate Action Plan 2019

***Plans are available at www.frisco.gov. Relevant Town and surrounding area GIS data will be made available to the selected firm.*

Submittal Information

Important Dates

RFP Release Date	Wednesday, February 12, 2020
Questions Due	Friday, February 21, 2020 by 4:00 pm
Responses to Questions	Friday, February 28, 2020 by 4:00 pm
Proposals Due	Wednesday, March 11, 2020 by 4:00 pm
Interviews at Frisco Town Hall	Tuesday, March 17, 2020

Proposal Requirements

1. Letter of Proposal and Commitment: This letter should identify the firms and key staff who will be working on the project, and commit them for the duration of the project, if selected. The letter should also state that the firm has read and understands the requirements of the RFP. This letter must be signed by a duly authorized official of the appropriate firm.
2. Firm Background and Project Team: Provide background information on the firm including location, resources, and experience. Identify the project team members and provide a statement of qualifications, expertise, and level of experience.
3. Qualifications: This refers to the ability of the proposer to meet the terms of the RFP, and should include at least three examples of projects (with contact information for lead client staff contact of

such projects) completed within the past five years that will confirm the proposer’s expertise in providing comprehensive planning services. Examples must be specific to the key staff identified in (1) and be at or near completion at the time of submitting the RFP.

4. Methodology and Approach: Provide a comprehensive description of proven methods and plans for carrying out the Project Scope as detailed above. Philosophical approach to individual and team work should be considered as a part of this request.
5. Understanding of Frisco: Provide information that demonstrates your understanding of the Town of Frisco and how that knowledge will support your approach to a successful planning process.
6. Additional Items: Include all other pertinent information regarding this RFP, particularly anything that the proposer feels addresses why its business or team would be a good match for this project.
7. Schedule: Proposer shall submit a preliminary timeline of dates and schedule for the master planning process including, but not limited to, start date, proposed end date, advisory committee meeting dates, draft product dates, etc.
8. Rate Schedule: Proposer shall submit a schedule of rates and total costs applicable to the RFP. Rates shall reflect the allocation of key staff personnel and subcontractors to the project. This schedule of rates should include all information regarding reimbursable, ancillary services, payment schedules to subcontractors, add-ons, etc.

Evaluation Criteria

The following is a list of weighted criteria that will be used to evaluate proposals:

Proposer Qualifications and experience	30%
Methods and approach	30%
Creativity and understanding of Frisco	20%
Proposed fees and costs	20%

Deadline and Instructions

Please submit digital copies of the proposal either via email to the address below or via flash drive delivered to the address below. Please note: files over 10 MG cannot be accepted via email and must be delivered via flash drive or through a file share service such as dropbox. Submittals must be received no later than **4:00 pm on Wednesday, March 11, 2020.**

Email: SusanL@TownofFrisco.com
Delivery: Town of Frisco
Attn: Susan Lee
1 Main Street
PO Box 4100
Frisco, Colorado 80443

The Town will not accept late proposals. The Town reserves the right to reject any or all proposals or accept what is, in its judgment, the proposal which is in the Town's best interest. The Town further

reserves the right, in the best interests of the Town, to waive any technical defects or irregularities in any and all proposals submitted.

During the Request for Proposal selection process, all proposals shall remain confidential. The entire selection process (procurement) file shall be opened to the public (which includes all proposers) after an agreement is approved by the Town, except those items for which confidentiality has been requested in writing by the Proposer, and providing that the Town Attorney has reviewed and determined this to be properly confidential under the State Open Records Act and other relevant statutes and regulations.

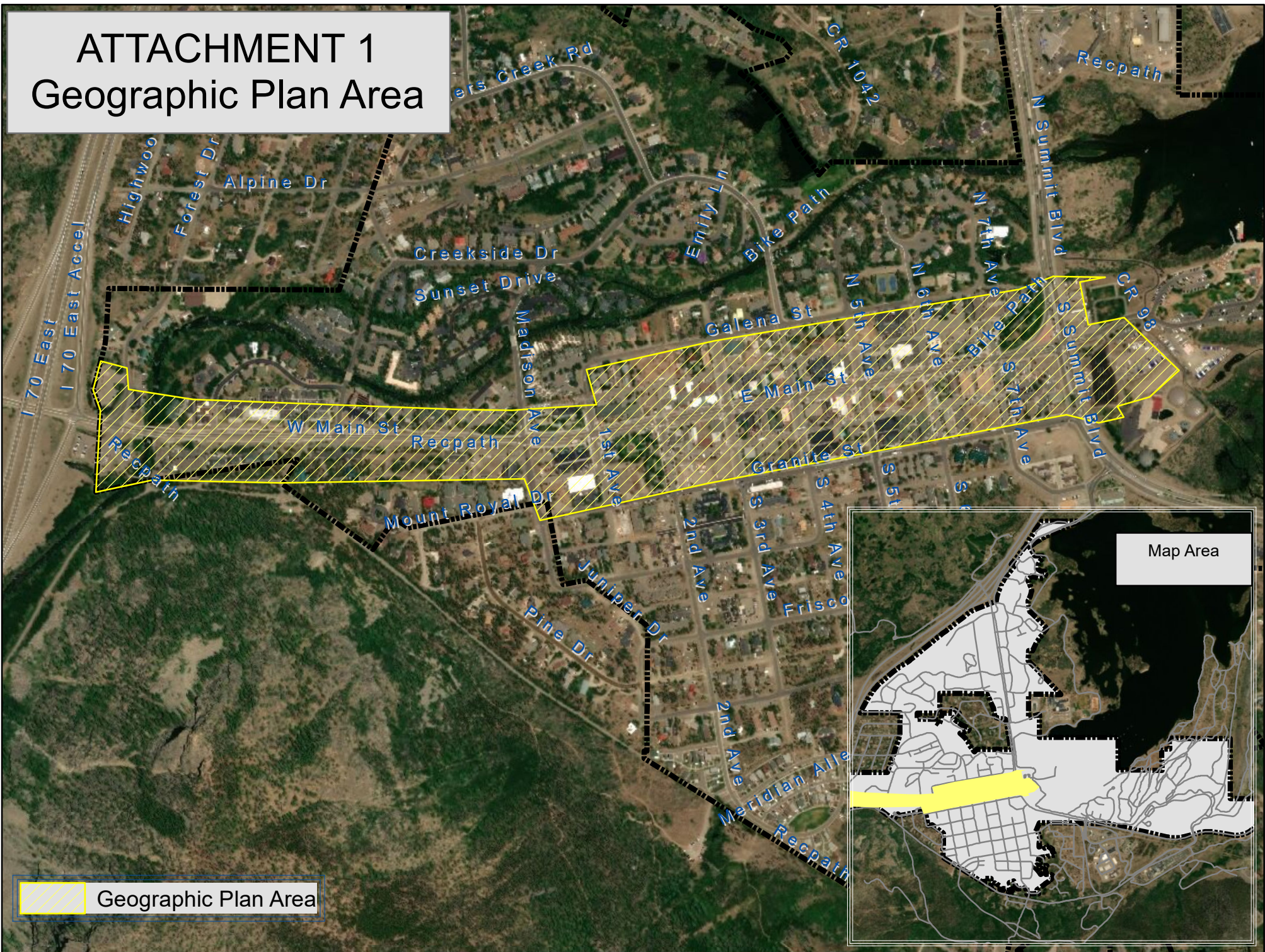
Questions and Answers


All questions concerning this RFP must be submitted by email to Susan Lee, Community Planner for the Town of Frisco, at susanl@townoffrisco.com by **4:00 pm on Friday, February 21, 2020**. Addenda, reports, and responses to questions will be distributed by 4:00 pm on Friday, February 28, 2020.

Proposer Interviews

The Town plans to conduct interviews with selected firms on **Tuesday, March 17, 2020**. The Town requests the proposers seek to make themselves available on this date. Any cost incurred by the respondents in preparing or submitting a response to this RFP or interviewing for this project shall be the respondents' sole responsibility.

ATTACHMENT 1 Geographic Plan Area



 Geographic Plan Area

Map Area