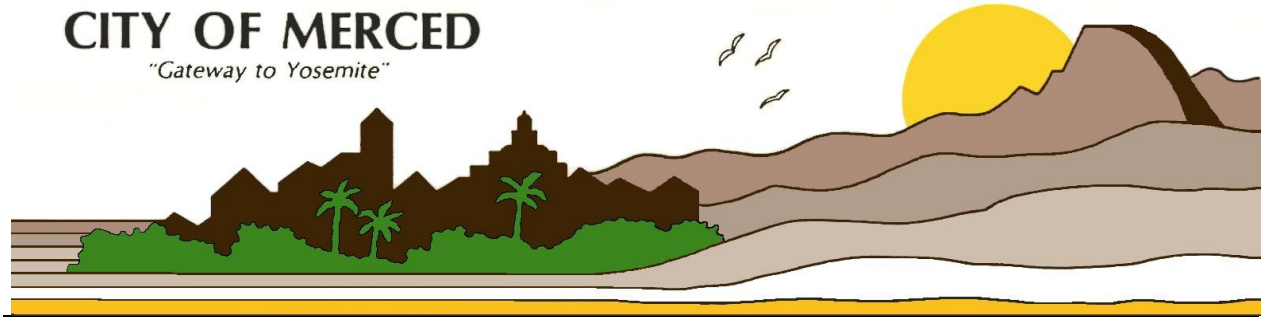

City of Merced Housing Division
Telephone (209) 385-6863 *Fax (209) 723-1780*

DATE: November 26, 2012
FROM: Mark Hamilton, Housing Program Specialist II
SUBJECT: Develop a Mixed-Use Market Feasibility Study for the Shaffer Building

1. Overview

You are invited to submit your proposal and qualifications for providing professional services as described in this Request for Proposals (RFP) directly to the City of Merced at the following:

Mark Hamilton
Housing Program Specialist II
Housing Division
678 W. 18th Street
Merced, CA 95340
(209) 385-6863

Responses are due no later than
Friday, December 21, 2012, at 5:00 p.m.

2. General Scope of Services

The City of Merced is funding a study to examine the feasibility of renovating and upgrading the Shaffer Building located at 557 W. Main Street and M Street, in Merced, CA. This comprehensive feasibility study will investigate the building condition, propose improvements, estimate reconstruction costs, develop a phased schedule, provide funding resources, marketing study, and advise on how best to proceed with construction while maintaining the historic character of the building. The City has budgeted $20,000 for this study.

3. Project Background

The City of Merced is investigating the feasibility of converting a commercial building into a mixed-use facility in a downtown Merced location. Downtown Merced is defined as the area located between Highway 99 to the South, V Street to the West, G Street to the East and 21st Street to the North.

Several buildings in the downtown area have successfully been converted from commercial to mixed-use. This project would enhance existing steps in renovating the downtown while maintaining the historic architecture of the area.

The Shaffer building was constructed in 1912 and was originally used to house a bank, library, offices and lodge. It is of Spanish Colonial Revival style and is three stories in some areas. The stucco faced brick building consists of a rectangular three story 50x150 foot section parallel to M Street and two smaller rectangular two story sections behind a common façade on Main Street. The section on M Street has tiled mansards with boxed eaves, plain modillions, and ancones facing the street, and a stepped parapet on the alley. The windows of the upper floors are rectangular and presently appear in even rows. The two story portion of the building has a tiled mansard with boxed, decorated eaves.

Owned by a local family, the City has agreed to fund a study to investigate financial, structural, and marketing feasibility of rehabilitation of the building. Phased reconstruction is anticipated if potential use and funding will warrant enough income to complete the project.

4. Scope of the Project

A. Feasibility of Reconstruction:

The City of Merced is seeking the services of a consultant who can evaluate and provide a comprehensive assessment of the Shaffer Building providing conclusions regarding the following:

- Building Condition
- Proposed Improvements

- Potential Structural/Problem Areas
- Pros and Cons of Applying for Historical Designation
- Estimated Reconstruction Cost

In addition, this consultant will provide a list of proven funding sources, develop a phased schedule for reconstruction of the building, and advise on how best to proceed with construction while maintaining the historic character of the building.

B. Marketing Strategy

The selected consultant will perform a market study assessing the need for a mixed-use facility in downtown Merced and conduct an investigation of potential tenants for each of the floors within this building.

The analysis should address, but is not limited to:

Need/Demand:

- The need and demand, if any, for this type of project;
- The potential uses for all three floors;
- A list of potential clients, users, for all three floors

<u>Anticipated Products:</u>

- Concept Floor Plans
- Interior Sketch
- Report of Existing Conditions and Outline of Proposed Work
- Report of Pros and Cons of Applying for Historical Designation
- Marketing Strategy
- Concept Construction Estimate
- Phasing Strategy for Approvals and Construction
- List of Financial Institutions with Contact Information

Final Reports

The consultant will provide 4 copies of the draft report and 10 copies of the final report in hard copy with electronic copies of all materials provided on three CDs.

5. Time Requirements

The selected consultant will meet with the City of Merced and Building Owner to discuss timeliness of expected products. In addition the consultant should anticipate:

- Attending at least 4 meetings with City representative and Building Owner to discuss startup, progress, and findings
- Attending 2 meetings of the Merced City Council. Once during approval of the contract, and once to present findings.

5. Submission Requirements

Qualifications may be made in standard office format on company letterhead containing the following information in the following order:

A. Contact Information: Provide the complete name, address, and telephone numbers of the firm and for the person/s who would be the primary contact for this project.

B. Services Capability: Provide evidence demonstrating the ability of your firm to provide all of the services required for this project. If any outside sub-consultants are being proposed as part of your project program, they must be so identified. Please notice that this assignment may call for staff with experience in the arts and affordable housing market studies.

C. Qualifications: Please provide the names and qualifications, in resume format, of all professional staff who would be engaged in providing the required services to this project.

D. Prior Experience: Please indicate your firm's prior experience in working with this type of project. This may be either in the form of a brief narrative or statement by the firm of its qualifications or as a list of projects completed by the firm with a maximum 5 sentence description of that project if desired.

E. Approach to this Assignment: Please describe how you would propose to undertake this work and identify any modifications you request to the scope of the work.

F. Time Schedule: Please provide a time schedule of your proposed program indicating the date your firm is able to start the project and dates of completion for major aspects of the program. Time schedules may be shown in terms of "days after award of contract" or calendar dates.

G. Budget Proposal: Each consultant is required to summit an itemized budget for this project detailing the costs associated with each aspect of their proposed market study and analysis program.

H. Any conditions which could affect either the time schedule or your ability to provide services must be clearly identified with your qualifications.

I. Please indicate any requirements that you have of the City for the completion of this project.

Responses are due no later than
Friday, December 21, 2012, at 5:00 p.m.

6. Selection Criteria

Qualifications received in response to this RFP will be reviewed by city staff and owners of the building. An interview may be required. Responses will be evaluated on their own merit and subsequently ranked in order of overall qualifications, understanding of the project presented, and cost. The highest ranked firm will be invited to negotiate a contract. In the event that a negotiated agreement cannot be reached with the highest ranked firm, then the next ranked firm will be contacted for consideration. This process will continue until an agreement for services is executed, at which time all respondents to this RFP will be notified.

The selection criteria that will be used to rank the responding firms, in order of importance will be as follows:

- **Capability:** Demonstrated ability of the firm to perform all related services.
- Ranking Points – 20%
    - The respondent must provide a concise statement of the firm's understanding of the intended study and the approach the firm will take to accomplish the project tasks, previously outlined.
- **Qualifications:** Individual qualifications and list of proposed personnel for this project as presented by the firm.
- Ranking Points – 20%
    - Familiarity with the fields of real estate development, historic preservation, building renovations, and financial and market analysis should be provided.
- **Experience:** The extent and quality of prior relevant experience.
- Ranking Points – 20%
    - The respondent must provide a list identifying their experience in performing feasibility studies, similar in nature to this RFP. This information shall involve detailed information regarding individual project experience and the role of the respondent and references.

- **Resources:** Quality and extent of relevant resources.
- Ranking Points – 20%
    - The respondent must provide a brief description of its computer aided drafting and design capabilities and any and all other resources and services which will be utilized by the respondent to accomplish the required tasks.
- **Price:** The proposed cost of the services required.
- Ranking Points – 20%
    - Information on professional services hourly rates, including overhead and indirect costs must be included, but not limited to travel expenditures, mileage, copying costs, etc.

Qualifications will be evaluated within three weeks of their receipt and the highest ranked firm(s) presented to the Merced City Council for final approval. Anticipated Council Meeting Date is January 21, 2013. Firms will be notified if they are in the final selection and asked to attend the 7 p.m. meeting.

Attached with this RFP is a City of Merced Form of Agreement for Professional Services. Any objections to the Form of Agreements must be responded to as part of the RFP packet.

Tentative Schedule

December 3 – Release RFP
December 14 – Walk Through of Building
December 21 @ 5 p.m. – RFPs Due
January 2-4 – Interviews & Selection
January 21 – Presentation to Council for Approval
January 25 – Signing of Contract and Project Begins

ATTACHMENT A

REQUIRED PROPOSAL FORM

CONTACT INFORMATION

Name of Proposer: _____

Address: _____

Telephone: _____ Fax: _____ e-mail: _____

CONSULTANT SUMMARY

Name of Principal to perform study: _____

Years of experience in developing Feasibility Studies: _____

Has experience in the Central Valley of California? ____ Yes ____ No

Has experience in California? ____ Yes ____ No

Proposed Total Cost Allocation Plan Price: _____

REFERENCES

List three (3) references who may give information about the ability of the Proposer to carry out a Cost Allocation Plan.

Name	Organization, City/State	Telephone
_____	_____	_____
_____	_____	_____
_____	_____	_____

CONFLICT OF INTEREST PROVISION

I am aware of and comply with conflict of interest rules included in the California Political Reform Act, and Section 1090 et. seq. of the Government Code. The Political Reform Act requires City/Authority officers and committee members to file statements of interest and abide by a Conflict of Interest Code. Section 1090 limits or prohibits a public official from contracting with a body of which an official is a member. Section 1090 applies even where the officer only reviews the contract for the approving body.

_____ I hold no City or Authority board or committee appointment or other relationship.

_____ I do hold such an appointment but will comply with this provision.

CERTIFICATIONS (Please initial to the left of the statement)

____ I have read and understood Attachment B, Form of Agreement for Professional Services. I agree to all sections of said agreement and am able to furnish all required insurances and will sign said agreement as presented.

_____ _____

Proposer's Signature Date

ATTACHMENT B
Form of Agreement for Professional Services

Sample of Form of Agreement