

The City of
Oklahoma City
and its Trusts

Request for Proposals

RFP-OCITY-177

DOWNTOWN STRATEGIC DEVELOPMENT PLAN



SPECIAL PROVISIONS

(Special Instructions and Scope of Services)

Special Provisions are deemed to be part of the Professional Services Agreement and shall supersede any conflicting term, requirement or condition in the Professional Services Agreement.

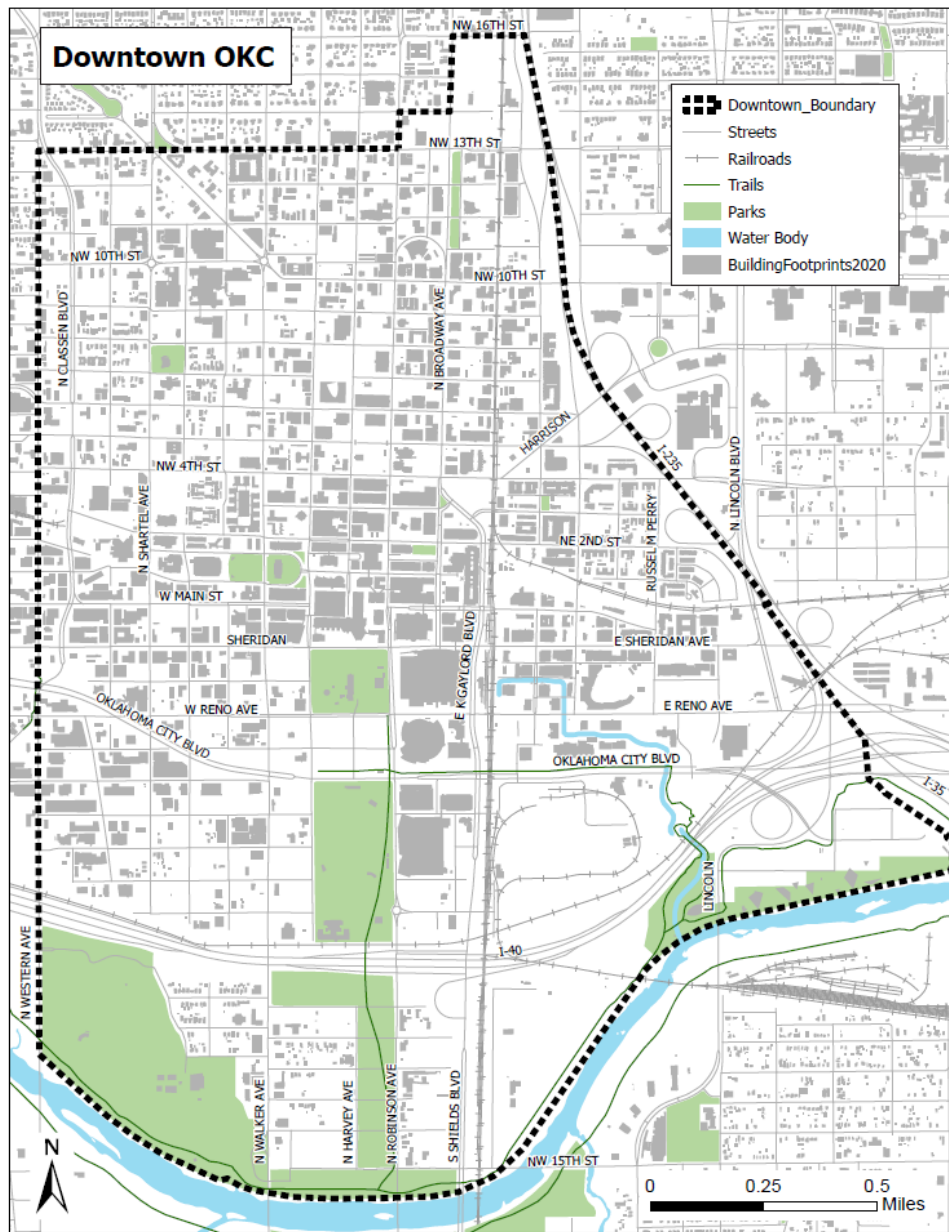
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The Opportunity

Project Summary

The City of Oklahoma City is seeking a professional consultant to develop a strategic development plan for the downtown and Bricktown areas of Oklahoma City. This plan will guide land use, public infrastructure, and private development decisions to ensure that thoughtful, contextual, and complementary development builds on the momentum of the vibrant and growing core of our city.

The project will focus on the area shown on the map below. The boundaries are approximately I-235 on the east, SW 15th Street on the south, N Western Avenue on the west, and NW 13th Street on the north.



Background

Several downtown plans, noted further below, have been developed and implemented over the last 20 years. Since these plans were completed, significant development and investment have occurred with several major projects on the horizon, prompting the need to create an updated strategy that builds upon and advances ideas and recommendations of previous planning work while factoring in the changing dynamics and projected impacts of new investments.

Of note, several hundred million dollars of investment on key sites are coming forth in the next two to five years, including a new NBA and concert arena with ancillary development, a new Multipurpose Stadium and mixed-use district, future expansion of the intermodal transit hub at the Santa Fe Station, and the Boardwalk at Bricktown (Dream Hotel) mixed-use project. These developments will spur redevelopment of adjacent parcels and have a catalytic impact on surrounding areas. The resulting concentration of density and high-intensity uses concentrated in a relatively small area will generate the need to augment existing infrastructure to ensure that the connective tissue of our transportation network, public spaces, and utilities supports fast-paced growth.

In addition, established districts like Bricktown, have opportunities to maintain and catapult momentum with the addition of the new developments. It will be important that districts within the downtown and Bricktown area work in concert with each other and collaborate on ways to strengthen each other and establish unique identities that complement rather than compete with one another. It is important for the existing districts to maintain the distinct character and “personality” of these special places as downtown evolves. Strong synergies currently exist between many districts, yet some may not be fully realized at this time. This presents an opportunity to emphasize future cross-connections as a way to weave the future of downtown together and foster a strong visitor economy.

Several plans and studies have been created to guide development in Oklahoma City’s downtown and Bricktown areas, including:

- [Core to Shore Plan](#)
- [Downtown Development Framework](#)
- [Downtown Parking Study](#)
- [planokc](#), including [preserveokc](#) and [adaptokc](#)
- [bikewalkokc](#)
- [Vision Zero Plan](#)
- [OKC Moves](#)
- [Long Range Transit Plan](#)
- Downtown Transit Center Study (underway)
- [MAPS 4 BRT Alternatives Analysis](#)
- [Innovation District Plan](#)
- [South of 8th Plan](#)
- [Greater Oklahoma City Economic Development Strategy](#)

Statement of Need

This strategic development plan will project needs for infrastructure related to known new development and identify opportunity sites and land uses within established areas to foster sustainable, complementary growth. The Planning Department of the City of Oklahoma City will serve as the lead for this project, in coordination with the Alliance for Economic Development, Downtown OKC Inc., and the Greater OKC Chamber. The consultant will also work with key stakeholders within the project area. These may include the Thunder/ASM team, the Bricktown Ballpark, the Producer's Coop development group, the Dream Hotel development group, Strawberry Fields development group, among others the project leads may identify. Concurrently, the City will be engaging a consultant to conduct a similar land use and development plan for the Oklahoma River Corridor. These will be separate projects, but since some of the project area overlaps, the intent is for the selected consultant teams to coordinate.

Goals

We expect this work to be referenced by and informative to multiple public and private entities that drive investment, decision making and development of the downtown. The overall goal is to identify major elements that should be considered by all public and private development in this area to promote the mutual success, connectivity, and cohesiveness of developments in downtown. Such elements may include public infrastructure, transit options, parking concerns, and market absorption considerations (housing, entertainment, restaurant, hotel, etc.) of the various assets being developed.

Our downtown fabric contains not only commercial business and government entities, but non-profits, residents, and visitors as well, and all should be considered for a resulting high-quality downtown. The consultant should consider best practices and principles for building a strong, resilient economic engine along with a highly livable community in the city's downtown. With a progressive, forward-thinking view about the future of our downtown, we hope to enable and incent the following outcomes through this work:

- Development of community infrastructure and livable neighborhoods (emphasis on housing and schools) that will support more family households and those with children;
- Flexibility for adapting to modern US downtown trends, such as adaptive reuse and co-location;
- Inclusion of "smart city" and technology elements for a modern user experience; and
- Environmental design and sustainability.

Through this process, we aim to acknowledge and address the paradox of three definitions of "value" that can be perceived as conflicting at times:

- Community - Sustainability and long-term quality of life
- City and Government - Support for public policies and long-term economic impacts
- Commercial Business - Profitability for private development projects

Scope of Services

Description of Services

1. Existing conditions assessment

The existing conditions assessment will evaluate the current capacities and conditions within the following categories. The bulleted list of components within each category is illustrative of the type of information needed to complete a comprehensive assessment and is subject to further discussion with the selected Consultant team. Much of this information can be obtained readily from City staff and partners.

Public Infrastructure

- Water and sewer provision and capacity
- Storm drainage and storm surge capacities; detention and settling basins
- Street network, including:
 - Traffic Volumes and Capacities
 - Pedestrian network connectivity
 - Micromobility, including bike infrastructure
 - Airport transportation to downtown
- Parking supply, including:
 - Location of parking facilities and connection to the pedestrian/bicycle/streetcar network
 - Safety and security
 - Park and ride compatibility
- Public amenities and shade infrastructure
 - Trees and shade
 - Street furniture and other amenities
 - Lighting, both for safety and aesthetics
- Emergency management services
 - Crew and equipment deployment plans/strategy locations
 - Real-time technology monitoring systems
 - Emergency operation center (EOC) capacity and inclusion
 - Public emergency sheltering

Land Use Conditions

- Vacant land and infill opportunities
- Underutilized properties and redevelopment opportunities
- Land use diversity by subarea/district

- Housing supply by type, number, and demographic served
- Office space supply and trends
- Primary and Secondary Schools – public, charter, and private institutions
- University and College academia institutions

Safety and Security

- Crime types and locations
- Lighting and CPTED
- Homelessness conditions
- Private business incentives for infrastructure
- Expansion of Real-time information network (OKCPD’s center)

2. *Impending development impact analysis*

Analyze potential impacts of impending developments for induced demand on existing infrastructure, vehicular and pedestrian circulation and access, parking, and accessibility, to include at a minimum:

- Recommended implementation measure to address the resulting impact
- Timeline estimate for implementation measure
- Cost estimate range (2025\$) for implementation measure
- Forecasted hurdles for the implementation measure

Impact of significant upcoming developments, including:

- New NBA Arena
- 2028 Olympics improvements at and near the Boathouse District
- MAPS 4 Multipurpose Stadium and associated mixed-use development
- The Boardwalk (Dream Hotel) mixed-use development
- Alley’s End
- Alley North
- Potential redevelopment of Oklahoma County jail site

Impact of major transportation improvements, including:

- RTA proposed commuter rail, airport connection, and BRT lines
- Amtrack or other visitor rail lines
- MAPS 4 proposed northeast and south BRT lines
- Downtown Transit Center
- Street enhancements on Broadway, NE 4th Street, NE 5th Street, and NE 6th Street

- Destination connectivity

3. Priority investment area analysis

Identify opportunities to improve the downtown experience, bolster district identity and placemaking, and create synergies between complementary land uses. Identify key sites for targeted investment, while factoring in existing assets and emerging opportunities leveraging an understanding of market dynamics. Recommend strategic land uses for infill, vacant, and redevelopment opportunity sites to ensure symbiotic relationships between districts and emerging development areas. Consider the impacts of these priority investment areas in context with adjacent district expansions, such as the Innovation, Farmer’s Market, Horizon, Producer's Co-op, Strawberry Fields, and Classen Corridor TIF.

4. Capital improvement framework

Outline targeted infrastructure investments and public realm enhancements to support both current and projected private investment opportunities, ensuring a cohesive and forward-thinking development strategy.

- Water & sewer capacity
- Parking demands
- Transit needs
- Pedestrian safety and connectivity
- ADA accessibility
- Street enhancements
- Placemaking and wayfinding
- Purposeful open space

5. Implementation strategy

Outline priorities and potential funding sources to phase infrastructure improvements concurrent with significant private development investments. This can include analysis and recommendations for existing incentives and financial tools, such as Tax Increment Finance and Business Improvement Districts. Recommend ways organizations and partners can advance redevelopment opportunities for land use strategies.

Contract Management Expectations

As part of the City of Oklahoma City’s commitment to becoming more outcomes-oriented, the Contracting Entity seeks to actively and regularly collaborate with the selected Services Provider to

enhance contract management, improve results, and adjust service delivery and policy based on learning what works. Reliable and relevant data is necessary to ensure compliance, inform trends to be monitored, evaluate results and performance, and drive service improvements. As such, the Contracting Entity reserves the right to request/collect other key data and metrics from the selected Services Provider.

The Oklahoma City Planning Department will work in close partnership with the Consultant and will dedicate professional staff and resources to the project. The Planning Department's Project Team will consist of a Project Manager(s) and senior planning staff in coordination with the Alliance for Economic Development and Greater OKC Chamber. Staff and partner expertise include public outreach and stakeholder/public engagement, land use, design review, zoning and subdivision regulations, multimodal transportation planning, environmental planning, spatial analysis, mapping, economic development, housing finance, development finance, and policy development. The City's Project Manager(s) will coordinate with other City departments to secure specialized staff resources as needed.

Contract Payment

The Contracting Entity issues payment in accordance with the Professional Services Agreement. Proposer(s) should invoice the Contracting Entity at the email address that appears in the Notice to Proposers.

Proposal Instructions & Content

TIMELINE	TIME (CT) & DATE	LOCATION / ADDITIONAL INFORMATION
Interviews and/or Demos	Second or third week of May 2025	<ul style="list-style-type: none"> The Contracting Entity may interview or request demos from none, one, some or all Proposers.
Negotiation & Proposer(s) Selection	Mid-May through mid-June 2025	<ul style="list-style-type: none"> Selected Proposer(s) will be notified in writing. Any award is contingent upon the successful negotiation of final Professional Services Agreement terms. If negotiations cannot be concluded successfully, the Contracting Entity reserves the right to negotiate a Professional Services Agreement with another Proposer or withdraw the RFP. Negotiations shall be confidential and not subject to disclosure to competing Proposer(s) unless and until a Professional Services Agreement is reached.
Estimated Professional Services Agreement Execution	July 2025	<ul style="list-style-type: none"> Subject to Contracting Entity approval.

The above dates are tentative and subject to change. The Proposal Release date, Pre-Proposal meeting, if applicable, Question-and-Answer period, and Proposal submission deadline are available to view on Bidnet Direct and the Notice to Proposers.

Proposal Content

Proposers are encouraged to use this table to ensure all components are included in their Proposal. Complete proposals will include the following:

Proposal	
<input type="checkbox"/> Cover Letter	A simple letter of submittal.
<input type="checkbox"/> Company History	Describe historical background and track record of company.
<input type="checkbox"/> Project Team	Describe team that will be working on this project. Include contact information, titles, and office locations.
<input type="checkbox"/> Technical Proposal	Describe your company’s ability to perform the services as requested in the Special Provisions, including pricing.
<input type="checkbox"/> Customer References	A minimum of 5 references are required. Provide references from other local government customers when possible.
<input type="checkbox"/> Any additional requirements	Description of additional requirements.
Additional Documents Upon Award: <i>Awarded Proposer(s) will be required to submit the following upon award. We encourage you to take note of these requirements. Please review sample documents in Bidnet Direct prior to proposal submission.</i>	
<input type="checkbox"/> Professional Services Agreement	
<input type="checkbox"/> Acord Form	
<input type="checkbox"/> Letter of Authorization, if applicable	
<input type="checkbox"/> Any additional requirements.	