

Request for Qualifications for Open Space & Parks Master Plan

Introduction:

The Northwest Arkansas District Council of the Urban Land Institute (ULI NWA), in conjunction with the City of Pea Ridge, is seeking statements of qualifications from consulting firms with expertise in urban/land use planning and parks/recreation/open space planning to assist with the development of an Open Space and Parks Master Plan in the City of Pea Ridge, AR.

Summary:

The goal of the master plan is to provide a vision and strategy for the development and connectivity of parks, trails, and open space within the city. The plan will include a detailed analysis of the current conditions and potential opportunities for growth and development, as well as recommendations for specific initiatives to be implemented over the next 1-2 years. It is anticipated the development of this Open Space and Parks Master Plan will be centered around the following base components:

1. Current parks, open space, recreation, trail and sidewalk connections
2. Opportunities for additional parks, recreation, open space, trail, and sidewalk connections

Additional plan components anticipated:

1. Sense of arrival and destination – gateways and nodes
2. Access to ecological and natural features
3. Provide strategies for short/mid/long-term implementation, including direction for the implementation of multi-source funding mechanisms for trail, sidewalk, public spaces
4. Review of existing subdivision code and development standards related to parks, open space, and active transportation infrastructure and provide recommendations on changes to provide alignment with the Open Space and Recreation Master Plan
5. Development and coordination of a Project Steering Committee
6. Provide Best Management Practices for determined Recreation Zones
7. Provide checklist for review of compliance with Open Space Plan as part of development review process
8. Establish decision-making tools for Open Space / Recreation Plan implementation
9. Integration with Comprehensive Plan goals and objectives
10. Existing Tree Canopy Coverage Assessment and recommendations
11. Recommendations regarding achieving Tree City USA Accreditation
12. Floodplain Impact Review to analyze potential floodplain risk.

Scope and Typologies Defined:

1. Debriefing and define GOALS of plan
2. Inventory & analysis of existing facilities
3. Community engagement & public input
4. Planning & development
5. Public input & public review

6. Priority designations; establishment of Recreation Zones
 - a. Conservation (protection)
 - b. Recreation (active)
 - c. Recreation (passive)
 - d. Agricultural (cultural)
7. Programming for recreational facilities
8. Budgeting and business analysis of programming and infrastructure

Statement of Qualifications Response Requirements:

The response should include the following information:

1. A description of the firm's experience and expertise in urban planning and experience in green space preservation and parks master planning; including examples of 1-5 relevant projects.
2. Firm should be made up of a multi-disciplinary team that covers the following specialties: Landscape Architecture, Planning, Civil Engineering.
3. Firm's expertise should include the following:
 - a. Community Engagement
 - b. Economic Analysis
 - c. Educational and Recreational Programming
 - d. Urban Planning
 - e. Recreation Planning
 - f. Ecological Planning
 - g. Active Transportation Plan
 - h. GIS Mapping
 - i. Branding and Storytelling
 - j. Development Services
 - k. Policy
4. A statement of the firm's general approach to Open Space and Parks Planning projects. The statement should be no more than three pages in length.
5. At least three references, including contact information for previous clients who can provide information on the firm's performance.

Submission of Statement of Qualifications (SOQ) Response:

1. SOQs should be submitted to NWA ULI no later than 5:00 pm, May 10, 2024.
2. Responses shall be submitted in electronic format (PDF). Responses shall be addressed to NWA ULI (c/o Megan Brown) and should be clearly marked "SOQ for Pea Ridge Parks Master Planning." (add email address etc)

Evaluation Criteria:

Responses will be evaluated based on the following criteria:

1. Demonstrated experience and expertise in municipal urban/land use planning and parks and open space planning.
2. The Firm's general approach to Open Space and parks planning projects and the qualifications of the key personnel who will be working on the project.
3. The Firm's familiarity with Northwest Arkansas.

NWA ULI reserves the right to waive any irregularities in the response process, and to accept the response that best meets the needs of NWA ULI for this project.

Contact:

For questions or additional information, please contact Megan Brown, ULI NWA.

Megan.brown@uli.org