

REQUEST FOR PROPOSALS

Land Use and Market Analysis City of La Vista, Nebraska

Purpose

The City of La Vista, Nebraska is seeking proposals for a Land Use and Market Analysis from firms that are interested, experienced, and knowledgeable in preparing comprehensive plans, land use plans, zoning ordinances, and planning related documents.

Section 1: Background

About La Vista

The City of La Vista is situated in the southwest portion of the Omaha metropolitan area. The youngest city in Nebraska, La Vista is one of the fastest growing communities in the state. The City enjoys access from Interstate 80 and borders Omaha, Bellevue, Papillion, and Ralston. The population of La Vista in the 2020 Census was 16,746. However, the estimated population in the projected growth area for La Vista indicates the community could be home to over 38,000 residents. La Vista's commercial areas are developing quickly in the western portion of the city with nationally recognized companies such as PayPal, Cabela's, Streck Laboratories, Rotella's Bakery, Yahoo Oath, Costco, and an Embassy Suites and Marriott Courtyard Hotels adjoining the La Vista Conference Center.

La Vista has a strong history of community planning and plan implementation. The most visible example of this is the development of the Vision 84 Plan and various subsequent plans related to redevelopment of the 84th Street Corridor.

As La Vista has grown over the years, so have the surrounding communities in Sarpy County. As a result of the corporate boundaries of these cities and related growth agreements, La Vista's future growth area is constrained and intensifies the need for the City to make wise land use determinations.

Project History and Objectives

La Vista's ***Look Out La Vista – City of La Vista Comprehensive Plan*** was adopted in 2018. This plan set forth a vision for the creation of a community that is “memorable, inspirational, and appealing to generations and rooted in a strong vision.”

Since the adoption of the plan, the global pandemic combined with an increasingly challenged brick-and-mortar retail sector prior to the pandemic have the potential to significantly alter land use in the post-COVID-19 economy. Although some of the shifts may be temporary, others may have longer, farther-reaching impacts on the overall development of La Vista.

The City seeks to retain an individual or firm to prepare a Land Use and Market Study to identify land use types that will provide a proper mix of land uses that reflect the goals of the City's Comprehensive Plan. The study will also reflect the understanding that La Vista's growth area is limited and proper land use choices are necessary for long-term economic and community sustainability. Future redevelopment areas are also necessary for the City's long-term financial success.

Study Area

The study area for this analysis is the corporate city limits and extra-territorial jurisdiction of the City of La Vista. A map outlining these areas is attached to the this RFP.

Section 2: Scope of Services

Task A. Analysis of Current Conditions

Tasks for the current conditions analysis should include the following:

- Data collection to prepare a summary of all relevant documentation for the study, including, but not limited to: previous land-use study reviews (as applicable), current approved land uses, any proposed developments, and existing land-use codes and regulations.
- Conduct a site visit to the study area.
- Prepare a report to document the existing conditions within the study area, to include, at minimum, the information noted above.
- Identify market strengths and weaknesses of the study area.

Task B. Analysis of Future Market Conditions

Evaluate and project the market demand over the next five to twenty years for development/redevelopment within the study area. Study findings will include information on the potential mix of land uses, the intensity of development, and target markets (demographic segments and mix of uses). The study will also discuss the impacts of short-term decisions based on the current market on the long-term development of the community.

Task C. Development Strategy

Inventory the land use and value of parcels within the study area, identify vacant and underutilized parcels, and potential site assembly redevelopment areas. Recommend appropriate public investments and strategies, such as TIF, to promote future development. Identify any connectivity issues such as barriers to access, including walking, biking, or transit.

Site Visits

It is estimated that the consultant would make a minimum of three (3) visits to La Vista: one initial site visit to meet with staff and research the city and surrounding areas; one visit to conduct key stakeholder focus group meetings; and one visit to present draft findings to City Council. The draft findings will also be presented to the Planning Commission in a virtual format prior to the City Council presentation site visit.

Project Deliverables

- Draft findings and recommendations, shared in a presentation to the City of La Vista.
- A final report including the following elements:
 - An executive summary.
 - Information on the market area, local characteristics, and other locational factors affecting the market in the study area.
 - An analysis of current supply of land/buildings for economic development, including vacancy and lease rates.
 - Five- and ten-year forecasts of demand for residential and commercial uses in the area. Findings should be presented for the entire study area and may be broken down by sub-area.
 - Recommendations on the appropriate mix of land uses in the study area.
 - A strategy showing how future demand and growth should be allocated, including an analysis of vacant developable sites, possible redevelopment sites and potential timelines for development.
 - An analysis of city income for the contributions that a total build-out, based on the five- and ten-year demand, of the study area may add to the City.
 - Policy recommendations to encourage and support desired development.
 - Recommendations on how to effectively market the area to achieve the desired development.
 - Maps and conceptual drawings illustrating the above components and land use designation recommendations.

Section 3: Qualifications

The City is sending this RFP to consulting firms known for their land use market analysis and planning expertise. There are five primary areas in which the city is interested:

1. *Process*: Expertise in setting up and managing the overall structure of the project.
2. *Content*: A land use market analysis that is well thought out, carefully researched, and shows an understanding of how the proper mix of land uses are key to the successful implementation of a comprehensive plan.
3. *Outreach*: Effectively connecting with a wide range of community members and other stakeholders.
4. *Facilitation*: Making sure meetings run fairly and efficiently, and helping to articulate the opinions of those unfamiliar with land use and government terminology.
5. *Planning*: Experience in land use planning and related fields.

The City will establish a project page on the City's website (with information provided by the consultant) for the Land Use and Market Analysis project, which will be available on the City of La Vista webpage.

In addition, the City will be including articles in the CityWise quarterly newsletter to notify community members about the project and describe the opportunities for involvement.

Section 4: Proposal Content

Cover Letter

Please begin with a letter introducing your firm and summarizing your general qualifications and your specific approach to completing the planning and public engagement processes. This section should indicate the length of time for which the proposal is effective (minimum of 90 days).

Work Program

Please provide a detailed plan for the services to be provided. Identify any tasks that City staff are expected to complete.

Schedule

The proposal shall include a preliminary project schedule that identifies milestones and completion dates by task from the beginning through formal review and acceptance of the Land Use and Market Analysis by the City Council. Initial project work is anticipated to commence in February and conclude within 6 to 8 months from the date of commencement.

Budget and Fees

The consultant should provide a fee estimate, broken down to a task-by-task basis. The proposal shall include a spreadsheet identifying personnel, hourly rates, project responsibilities, and estimated amount of time expected for each task, expressed in person-hours. The proposed budget is to be presented as not-to-exceed, with all overhead/expenses included in the figure. The consultant should outline the terms of payment, based on monthly billings to the City.

Key Personnel

The consultant should provide the names of key personnel that will be involved and their level of involvement, their respective titles, experience, and periods of service with the firm. Please clearly identify the project manager for the proposal. If sub-consultants will be used in any aspects of the plan, include details for these sub-consultants in this section.

Qualifications/Project List

Provide a synopsis of previous projects of a similar nature (*maximum of 6 examples*), focusing particularly on the criteria listed in Section 5, along with relevant background information. For projects that were completed by a team of consultants, please clarify the specific contribution of your firm. Hyperlinks to the copies of the final study for each of these projects shall be provided as well.

Availability

Provide a brief statement of the availability of key personnel of the firm to undertake the proposed project.

References

Names and contact information of persons whom the City can call for references regarding the firm's performance, preferably on similar projects.

Section 5: Selection Process

Please submit six (6) bound copies, one (1) unbound, single-sided copy on standard-weight paper (no heavy-weight paper or tabbed dividers), and one (1) flash drive including a PDF copy of your proposal at your earliest convenience, but no later than December 17, 2021, at 12 p.m. to:

Pamela A. Buethe, City Clerk
City of La Vista
8116 Park View Blvd
La Vista, NE 68128

Proposals will be reviewed by an internal review committee. It is anticipated the review committee will conduct interviews in January (3rd – 7th), with the intent of providing a single recommendation for the review and approval of the City Council at a public meeting on January 18, 2021.

Section 6: Evaluation, Right to Reject, Etc.

Due to the nature of the services sought, evaluation of proposals will in large part be subjective. Award of a contract will be based on a number of factors, and may or may not be on the basis of lowest cost to the City. The City reserves the right to accept any proposal in whole or in part and to reject any and all proposals, to waive irregularities and to negotiate and revise terms with proposers without notice to other proposers.

Section 7: Reference Material

- **Comprehensive Plan – Look Out La Vista –**
(<http://www.cityoflavista.org/655/Comprehensive-Plan>)
- **A Vision Plan for 84th Street –**
(<http://www.cityoflavista.org/index.aspx?nid=704>)
- **La Vista Zoning Ordinance –** (<http://www.cityoflavista.org/index.aspx?NID=621>)
- **Gateway Corridor Design Guidelines**
(<http://ne-lavista2.civicplus.com/DocumentCenter/View/79>)
- **Long Range Transportation Plan 2050 (MAPA)**
(<https://mapacog.org/reports/lrtp-2050/>)
- **Heartland 2050 Regional Vision (MAPA)**
(<http://www.mapacog.org/heartland-2050>)
- **Heartland Connections Regional Transit Vision (MAPA)**
(<http://www.heartland2050.org/connections>)

Thank you for your consideration of this project. If you have any questions during the preparation of your proposal, please contact Pam Buethe, City Clerk, at (402) 331-4343.