

**City of Grants Pass, Oregon
URBAN RENEWAL AGENCY**

*Grants
Pass*

Request for Proposals

**MIDLAND-WASHINGTON
REDEVELOPMENT
OPPORTUNITY PLAN**

**L I V E
R O G U E**

Submit Proposals to:

Karen Frerk, City Recorder
Administration Department, Room 205
City of Grants Pass
101 NW "A" Street
Grants Pass, OR 97526

**Due Date:
November 14, 2025 by 3:00 pm**

**GRANTS PASS
URBAN RENEWAL AGENCY**

REQUEST FOR PROPOSALS (RFP)

**MIDLAND-WASHINGTON
REDEVELOPMENT OPPORTUNITY PLAN**

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INVITATION

Grants Pass Urban Renewal Agency Midland-Washington Redevelopment Opportunity Plan Request for Proposals

The City of Grants Pass and its Urban Renewal Agency (URA) are soliciting written responses from qualified consultants to prepare an innovative, mixed-use redevelopment plan in tandem with a commercial market and feasibility study for approximately eight acres of URA-owned property strategically located on Highway 99 in North Grants Pass. A central element of this Request for Proposals (RFP) is a robust, citywide, public engagement initiative that will lead to a shared, long-term vision for the site and guide future land uses. The final Opportunity Plan will be integrated into the Grants Pass Comprehensive Community Plan and be used as a tool to guide infrastructure and land use decisions and attract an experienced developer and/or investment team to build out the plan. The end goal is an attractive, vibrant, mixed-use hub that will help meet the city's pressing housing needs and serve as an activity and employment center for Grants Pass.

Among the desired specialties for the firm or consultant team include land planning and design, real estate economics, urban renewal, and public involvement. Responses to this RFP should demonstrate the team's specific expertise in designing interactive, participatory cultures where the community has meaningful engagement in the planning process. Respondents will also need to demonstrate experience in preparing commercial economic studies that examine regional market feasibility and other financial opportunities and/or barriers to new mixed-use development. Consultant teams comprised of lead and sub-firm are anticipated and welcomed.

The deadline for responses to this RFP is November 14, 2025, 3:00 pm local time (Pacific). The submittals should be labeled and sent to:

**City of Grants Pass
Midland-Washington Opportunity Plan
Attn: Karen Frerk, City Recorder
Administration Department, Room 205
101 NW "A" Street
Grants Pass, Oregon 97526**

RFP submittals will be reviewed by a selection team assembled by the URA and City of Grants Pass who will rank proposals based on the following criteria:

- Completeness and timeliness of the proposal relative to RFP requirements. (10 pts)
- Demonstrated experience in the successful design and implementation of community engagement and public involvement projects of comparable size, scale and complexity. (20 pts)

- Demonstrated experience in research and preparation of commercial market and feasibility studies for development projects of comparable size, scale and complexity. (10 pts)
- Consultant team technical qualifications (20 pts)
- Project understanding, approach and application to the City and URA's project goals (25 pts)
- Ability of the consultant team to implement and deliver a written redevelopment plan and commercial study on time and within budget. (15 pts)

The selection team will recommend an award to the Grants Pass City Council based upon the evaluation criteria and reserves the right to proceed with one or multiple expressions of interest. At the City's discretion, interviews may be conducted with the top ranked proposer(s). The City may also request additional information from proposer(s) or reject the expressions of interest.

This RFP will be posted on the "Request for Proposals" page on the City's website at <https://www.grantspassoregon.gov/bids.aspx> for viewing and downloading.

For questions regarding this RFP, contact the City of Grants Pass Community Development Department located at 101 NW "A" Street by calling Dana Pearce, Economic Development Manager, at (541) 450-6014, or emailing dpearce@grantspassoregon.gov.

By: City of Grants Pass, Oregon
Bradley Clark, AICP
Community Development Director

I. PURPOSE & OBJECTIVES OF THE REQUEST FOR PROPOSALS

GENERAL INFORMATION & SCOPE

The Grants Pass Urban Renewal Agency (URA) was formed in 2016 to serve as a vehicle for the improvement and redevelopment of key commercial and industrial parts of the city. Using tax increment financing as its revenue-generating tool, the URA implements the goals and projects identified in its Urban Renewal Plan. Goal 1 of the Plan is to provide sites of suitable sizes, types and locations to accommodate a variety of economic opportunities, including assisting with the public infrastructure necessary to meet the development needs of those sites. Goal 2 of the Plan relates to public involvement and calls for the URA to provide opportunities for public input throughout the life of the agency. Goal 5 calls for the URA to assist the private sector in the development of workforce housing. This RFP helps to achieve all three of these goals and is a critical first step to accomplishing URA Project 5 (improving the 6th and 7th Street entry way corridors) and Project 14 (incentivize higher and better uses on underutilized and underdeveloped land). In December 2024, a five-year implementation plan was adopted by the URA Board which called for a major catalyst project to incentivize a public-private partnership for a new residential and mixed-use development somewhere within the URA boundary.

In 2024, the Grants Pass City Council, acting as the URA Board of Directors, authorized the purchase of approximately eight acres of underdeveloped land located along Hwy. 99 (6th Street). The land was previously owned by a medical group who installed underground utilities, constructed a private street, and subdivided the property into multiple building lots through a Planned Unit Development process. A special medical zoning overlay was created and clinic buildings were constructed. It was also the site of a community hospital which was demolished more than a decade ago, but the Smith Management Medical PUD continues to host medical and social service-related uses.

The URA's goal is to proactively market the Opportunity Plan to experienced land developers and investors to create an innovative, mixed-use activity center through a public-private agreement. We seek to leverage private sector investment to maximize the impact of this urban renewal property and other investments. The Grants Pass URA intends to select a consultant team that demonstrates proven expertise in urban plan making, including acquisition, financing, planning, design, construction, sales/marketing and/or property management. Respondents are asked to describe how a future master developer can partner with the URA to achieve a cohesive, economically-viable project that addresses the community's express desires. Examples of recent plans and commercial market studies completed by the respondent is required. Prior experience of the team members working together in previous projects is preferred.

The URA anticipates that prior to responding to this RFP respondents will have some level of familiarity with the demographics and economy of the Rogue Valley region and will have done a high-level evaluation of the site and its development potential to guide the community in developing a viable plan.

Additional Project Objectives & Timelines

The URA is seeking proposals and qualifications from consultant teams with a successful track record in working collaboratively with community residents, local business owners, and other stakeholders with diverse and potentially contradicting ideas about land development and honor all voices throughout the visioning process. This may be achieved through any number of public outreach and engagement tools, including focus groups, surveys and design charrettes but, regardless of the method used, will result in a process that is respectful of all participants and an Opportunity Plan where community input and dominant themes are respected and integrated into the vision.

In addition to the community visioning element, the consultant is expected to develop a site assessment and analysis that addresses environmental, transportation, utility, zoning and related factors. This may include an infrastructure improvement strategy that examines future land use phases sequenced with market readiness.

The URA anticipates the commercial market analysis will introduce sound economic, demographic and marketing analysis throughout the planning process to help ensure the plan's vision is achievable and will be attractive to future investors and commercial or residential developers. A core objective of the URA is to grow the city's private tax base in order to elevate property values throughout the Agency's 30-year lifespan. This will require careful consideration of current and horizon market trends within the Southern Oregon economy and aligning the community's vision with the region's unique workforce, income levels, market demands, and financial capacity. This fiscal element of the project will also need to assess and compare development incentives, property disposition tools, and a look at how other Oregon Urban Renewal Agencies have succeeded and failed in partnering with the private sector to develop mixed-use activity hubs of similar size and scope.

The City and URA view the community visioning and market analysis elements of this RFP as working in tandem with each other. The Opportunity Plan should set the "North Star" and result in a dynamic activity hub where people live and find gainful employment. But we also desire a plan that "works" and can be feasibly built out within five to ten years. The URA will put a priority on consultant teams who present creative, outside-the-box thinking as it relates to achieving this balance of long-term visioning grounded in the realities and needs of the local economy. The URA Board anticipates selecting a consultant in December 2025, executing final scopes and agreements in January or February 2026, and adopting an Opportunity Plan by October 2026.

Responses to the RFP must be received by 3:00 pm local time on November 14, 2025 in the office of the City of Grants Pass City Recorder located in Room 205 of City Hall, 101 NW "A" Street, Grants Pass, OR 97526. Facsimile proposals are **NOT** acceptable.

The respondent shall submit 5 hard copies and one electronic copy of the proposal for consideration by the URA. The proposal shall be no more than 12 pages.

Selection of the consultant will be on weighted criteria as cited in the Request for Proposal document, which include, but are not limited to experience, references, schedule, project approach and subsidy requested.

Communications during the RFP Process

The URA and City of Grants Pass reserve the right to reject any and all responses, to waive formalities or to accept any submittal that appears to serve the best interest of the City of Grants Pass. Questions regarding this RFP should be directed to Dana Pearce, Economic Development Manager, Community Development Department, at 541-450-6014 or dpearce@grantspassoregon.gov.

Estimated Timeline

<u>Schedule</u>	<u>Activity</u>
Oct. 10, 2025	Publication & Posting of Invitation
Nov. 14, 2025 3:00 pm	Deadline for Submission of Proposals
Nov. 17-26, 2025	Evaluation & Scoring of Proposals
Dec. 1-5, 2025	Interviews & Discussions with RFP Respondents
Dec. 17, 2025	Review Committee's Recommended Respondent Presented to Council for Consideration & Award

The Grants Pass URA reserves the right to modify this schedule at its discretion.

II. PROPERTY CHARACTERISTICS

The subject property contains multiple physical addresses with the largest parcels located at 1505 NW Washington Blvd., 124 NW Midland Ave. and 1632 NE 6th Street. Several other parcels are vacant and not addressed. The total acreage is approximately 8.3 acres. NW Bunnell Avenue is a private street that provides internal vehicular access to parcels without frontage on NE 6th Street, NW Midland Ave and NW Washington Blvd. Other than off-street parking lot improvements, all of the URA-owned lots are vacant.

The property currently has two different Grants Pass zones: R-4 (high density residential) on the western half and GC (General Commercial) on the eastern half. Since a wide variety of land use types are permitted within these zones, no rezoning of the property is expected although zoning should not be a limiting factor during the visioning process.

The surrounding neighborhood consists of a wide variety of land uses including single-family houses, the City's Hillcrest Fire Station, fast food establishments, lodging facilities, professional offices and retail. With both Interstate 5 and the Grants Pass Central Business District less than a half mile away, the property is well-situated to become a vibrant activity center that can help to meet the city's housing, retail, and employment needs. (See **Exhibit A** for a vicinity map and neighborhood amenities.)

The site is comprised of more than 20 separate but contiguous tax lots that total 8.3 acres and have frontage on Highway 99 (N. 6th Street), Midland Avenue and Washington Blvd. All municipal utilities are installed and readily accessible and the property has existing General Commercial and high-density residential (R-4) zoning which allow for a wide variety of land uses. There are several small parcels adjacent to and/or surrounded by the URA-owned property that are under private ownership. (See **Exhibit B** for a map labeling individual URA tax lots.) At the time of RFP publication, the URA is under negotiations to purchase one of the private out parcels. It is expected that the selected consultant firm will proactively engage with and offer multiple opportunities for these highly impacted properties to provide meaningful input throughout the planning process.

III. CONTENTS

The applicant shall submit 5 copies of the response to the RFP for consideration by the City and URA. The proposal shall address each of the following items and shall be organized in accordance with this section. The response to this RFP shall use the attached cover sheet and be no more than 12 pages (not including required exhibits or attachments). Submission of electronic documents will not satisfy the printed material submittal requirements; however, delivery of documents in electronic form is encouraged to allow the City to more easily reproduce materials.

A. Transmittal Letter & Consultant Team Information

1. State the name, address, telephone number, e-mail and primary contact person of the lead organization or firm making the proposal.
2. If a joint venture or team is submitting the proposal, state this information for each participating organization or firm and outline each party's responsibility for the completion of the project.
3. Describe the experience of each organization or firm and key personnel. Attach resumes of the lead project manager(s). (This will not count towards the page limit of the response).
4. Describe recent and current projects the organization or firm is engaged in, especially as they relate to leading complex public engagement and urban design planning initiatives and commercial

market studies. Include up to five (5) representative projects per consultant firm within the past five (5) years.

B. Project Approach & Concept

Respondents should address key topics and methodologies with respect to how you would approach and accomplish the project objectives as outlined above. Please provide responses to each of the following:

1. Describe in narrative form with tables, timelines or other figures desired, your understanding of the project, proposed approach to soliciting, processing and characterizing community feedback and technical plan to accomplish the visioning work listed in the RFP.
2. Provide additional information and/or examples from past projects that demonstrate an innovative and locally sensitive approach to public participation as it relates to urban site design and mixed-use land planning.
3. Describe in narrative form your general approach to researching and preparing the commercial market study, including potential data sources and the type of findings and topics expected in the final report.

C. Implementation Strategy & Plan Delivery

1. Provide a proposed implementation schedule, delineated by major tasks, that demonstrates how the project timeline included in Section I will be achieved.
2. Discuss your basic approach to project management and how the consultant team will interface with the City, URA, Planning Commission, and public throughout the planning process, including potential use of online and social media, design charettes, surveys or other public involvement tools to be used.
3. Address any technical resources, interviews, and/or other requests expected from the City, URA, County, or private sector to complete the commercial market study.

IV. EVALUATION PROCESS

REVIEW PROCESS

Proposals will be reviewed and evaluated by the RFP Review Committee for recommendations to be forwarded to the City Council.

The selection process will involve the following phases.

Phase One: A RFP Review Committee will evaluate and score all complete submittals. In addition to City of Grants Pass staff, this team will include citizen members of the Urban Area Planning Commission and property owners within the URA. The initial review will determine conformance to submission requirements and whether proposals meet minimum criteria established.

Phase Two: The City anticipates requesting additional information from the most qualified firms and interviewing the most qualified applicants.

Phase Three: The RFP Review Committee will meet to deliberate on finalist submittals and provide a selection recommendation to the City Council.

Phase Four: The City Council will make the final selection and a Professional Services Agreement between the lead consulting firm and URA will be executed. The agreement will outline expectations, timeline and roles for the project and market study.

Phase Five: Selected consultant will work with a City team of Community Development, Finance, Public Works, and Fire Prevention staff to prepare an Opportunity Plan. In addition, the developer will provide a commercial market analysis/study to be reviewed in tandem with the final plan to create and publish a Request for Qualifications from experienced mixed-use developers and investors for a public-private partnership. The URA will enter into exclusive negotiations leading to a development agreement, and transfer of site control to the selected developer.

V. SELECTION CRITERIA

EVALUATION CRITERIA

Submittals will be evaluated based upon the following weighted criteria:

- Completeness and timeliness of the proposal relative to RFP requirements. (10 pts)

- Demonstrated experience in the successful design and implementation of community engagement and public involvement projects of comparable size, scale and complexity. (20 pts)
- Demonstrated experience in research and preparation of commercial market and feasibility studies for development projects of comparable size, scale and complexity. (10 pts)
- Consultant team technical qualifications (20 pts)
- Project understanding, approach and application to the City and URA's project goals (25 pts)
- Ability of the consultant team to implement and deliver a written redevelopment plan and commercial study on time and within budget. (15 pts)

VI. LEGAL REQUIREMENTS

This RFP and the selection process shall in no way be deemed to create a binding contract or agreement of any kind between the URA or City and any candidate. All legal rights and obligations between the successful candidate, if any, and the URA will come into existence only when an agreement is fully executed by the parties, and the legal rights and obligations of each party shall at that time be only those rights and obligations which are set forth in the agreement and any other documents specifically referred to in that agreement and executed by the parties.

Applicants are cautioned not to make any assumptions as the implied meaning or intent of any part of the RFP. Applicants should request clarification if needed.

A. URA RESERVATION

The Grants Pass URA reserves the right to waive irregularities or discrepancies in a proposal if it determines that the waiver is in the best interest of the URA and City of Grants Pass.

B. ADDENDA TO THE RFP

The provisions of this RFP cannot be modified by oral interpretations or statements. If inquiries or comments by proposers raise issues that require clarification by the URA, or the URA decides to revise any part of this RFP, addenda will be provided on the City of Grants Pass website at <https://www.grantspassoregon.gov/bids.aspx>. Receipt of addenda must be acknowledged by signing and returning it with the proposal.

C. PROTEST

Any prospective developer who contends that the provisions of the RFP or any aspect of the procurement process will encourage favoritism in the award of the contract, or substantially diminish competition, must file a written protest to the RFP at least seven days prior to the date set for the opening of proposals. Failure to file a protest will be deemed a waiver of any claim by a proposer that the procurement process violates any provision of ORS Chapter 279, the City of Grants Pass Local Contract Review Board Rules or the City's procedures for screening and selection of persons to perform personal services.

D. CONTRACT

The consultant selected by the URA will be expected to enter into a written contract with the Grants Pass URA. Unconditional refusal to accept the contract provisions proposed by the URA without offering acceptable alternatives may result in disqualification of the proposer or a less favorable evaluation of its proposal.

E. EVALUATION CRITERIA and PROFESSIONAL QUALIFICATIONS

The selection of the development and management team for the project shall be based on weighted criteria as cited in Section V.

F. PROFESSIONAL RESPONSIBILITIES

The selected consultant team shall perform the work using the standards of care, skill and diligence normally provided by a professional in the performance of such services in respect to similar work and shall comply with all applicable codes and standards. The selected developer shall be responsible to comply with any additional federal or state requirements that may apply to the project.

G. ADDITIONAL TERMS

1. The URA reserves the right to wave irregularities or deficiencies in a proposal if the city determines that waiver is in the best interest of the URA and City.
2. The URA may request supplemental written information from a proposer concerning the proposer's ability to perform services. If a proposer fails to provide supplemental information within the time stated in the request, the URA may refuse to consider the proposal.

3. The URA may request an interview with any proposer. If a proposal is unclear, or appears inadequate, the proposer may be given an opportunity in the interview to explain how the proposal complies with the RFP.
4. The URA reserves the right to make such investigation as it deems appropriate to determine whether a proposer is qualified to provide services. If a proposer fails to cooperate with the investigation, or if a proposer provides false, misleading or incomplete information, the URA may refuse to consider the proposal.
5. In cases of doubt or differences of opinion concerning the interpretation of this RFP, the URA reserves the exclusive right to determine the intent, purpose and meaning of any provision in this RFP.

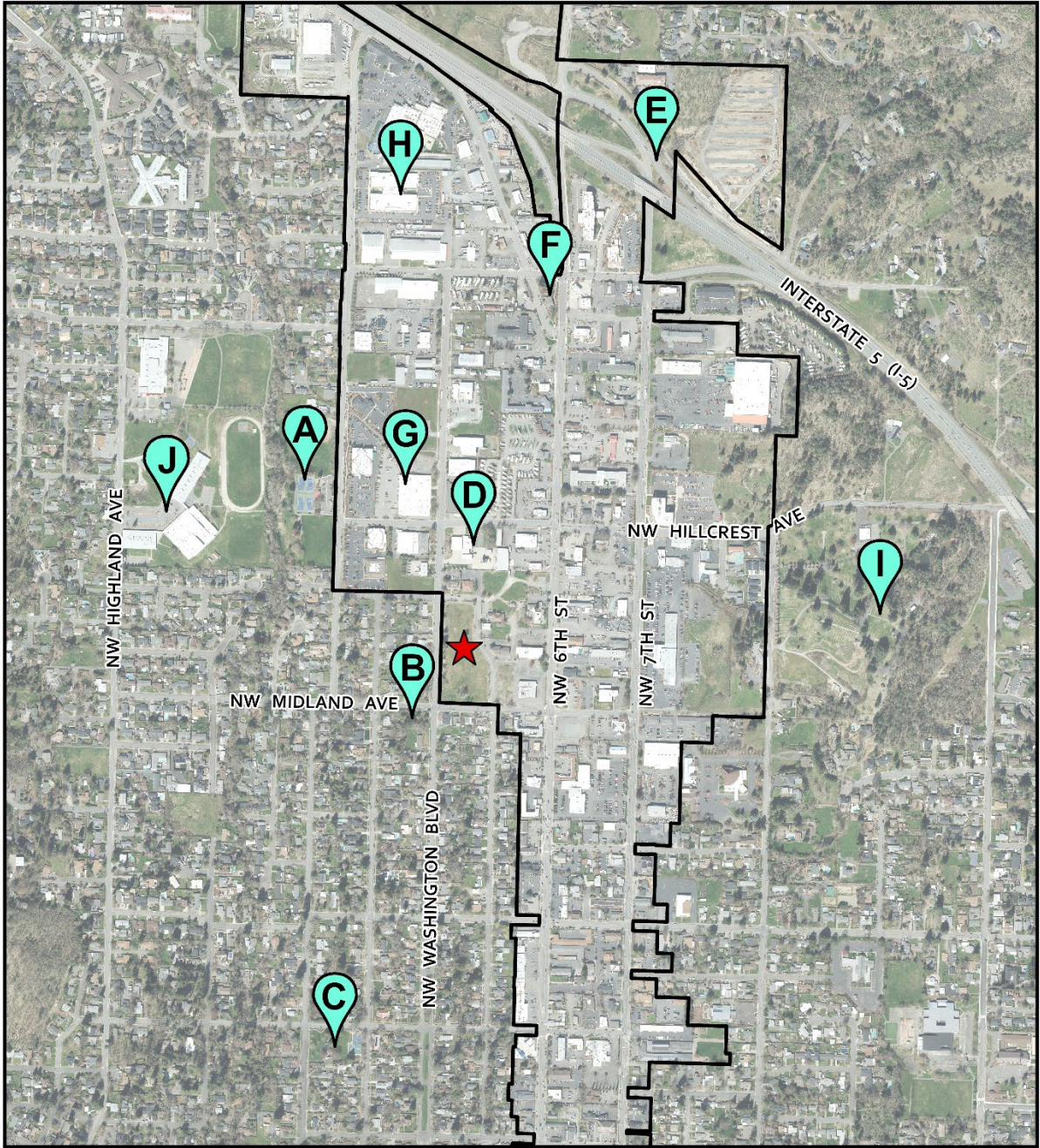
**Grants Pass
Urban Renewal Agency**

**Request for Proposals
MIDLAND-WASHINGTON
REDEVELOPMENT OPPORTUNITY PLAN**

Application Form
(please include as top-sheet of Proposal)

Project Name:	_____
Project Description:	_____ _____ _____
Applicant:	_____
Address:	_____
City, State & Zip:	_____
Contact Person:	_____
Phone Number:	_____
Email Address:	_____

EXHIBIT A



<p>NORTH GRANTS PASS AREA</p> <p>ewade 10/3/2025</p>	<p>LEGEND</p> <p>★ Midland-Washington Property</p> <p>▭ Urban Renewal Area</p> <p>0 300 600 1,200 Feet</p>	<p>Landmarks</p> <p>A Gilbert Creek Park</p> <p>B Ogle Park</p> <p>C Lawnridge Park</p> <p>D Hillcrest Fire Station</p> <p>E I-5 Exit 58</p>	<p>F Chamber of Commerce</p> <p>G U.S. Postal Service (Washington Facility)</p> <p>H Oregon Department of Human Services</p> <p>I Hillcrest Memorial Cemetery</p> <p>J North Middle School</p>	<p>CITY OF GRANTS PASS</p> <p>Community Development Department</p> <p>101 Northwest "A" Street Grants Pass, OR 97526</p> <p>Phone: (541) 450-6060</p> <p>Web: www.grantspassoregon.gov</p> 
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DISCLAIMER: The Geographic Information Systems (GIS) data made available on this map are developed and maintained by the City of Grants Pass and Josephine County. Every reasonable effort has been made to assure the accuracy of the maps and associated data.

EXHIBIT B

