

Addendum #1



Project Information

Project Name: Downtown Greeley Master Plan Update

Bid Number: FS21-11-183

Date: December 1, 2021

Project Manager: Becky Safarik

Addendum Questions

Question #1 The scope of work identifies an employment profile for downtown as a task. Does the DDA currently have an inventory of businesses, including market sectors, employee numbers, and wage scales to start from?

Answer The DDA does have an inventory of businesses within the district identified by market sectors but does not have employee numbers or wage scales. Please identify how this information could be collected and break out a cost range for obtaining this information.

Question #2 Has a budget for the Downtown Master Plan been identified?

Answer No, we want the respondents to provide their cost for providing the requested plan as presented. It is acceptable to break out elements of the work plan and provide a cost range to provide each deliverable, describing assumptions that went into each cost estimate. After selecting the firm best suited to perform the work as described the City will negotiate specific work program elements.

Question #3 Does the City and DDA have a sense of the scale of community engagement desired for the Downtown Master Plan relative to council and board leadership, downtown stakeholders, and the larger Greeley community?

Answer We expect it would be most fruitful to have two basic community engagement groups: a Technical Advisory Committee of key individuals that would be able to discuss infrastructure, economic components, land use, boards, etc. and, secondly, a group representing stakeholders such as area landowners and businesses with the general public included in such a group.

Question #4 Will the City and DDA be looking for any financial feasibility analysis of proposed land uses identified by the market/economic analysis and/or land use gap analysis?

Answer Yes; and this is most helpful if delineated as a specific work plan effort and budget. It may be helpful to also identify "opportunity blocks" for strategic redevelopment.

Question #5 What do you think is missing from your previous completed Downtown Master Plan?

Answer The DDA and City have been pleased with the overview, perspective and guidance provided in the last plan, which included actionable items that were incorporated into annual work programs and that also "set the table" when opportunities were presented. No missing elements from the previous effort have been identified.

Question #6 Are there anticipated funding or targeted implementation goals identified to come out of this Master Plan?

Answer It would be helpful to identify threshold opportunities that would lead to additional development opportunities/needs (e.g. when the parking congestion reaches X, time to plan for a parking garage; X number of new housing units will necessitate more services such as X). Also, implementation actions should be categorized in priority ranking with rationale (e.g. What might be quick/easy wins; what actions will be most catalytic in realizing a long term benefit; in what order do things need to occur to build toward another key implementation goal). Re funding, what are the most strategic ways to leverage existing resources and, anticipating new federal funds, how can the Downtown be positioned to maximum advantage).