

**REQUEST FOR QUALIFICATIONS**

**BUTTE, MONTANA  
UPTOWN BUTTE MASTER PLAN**

**August 18, 2019**

**Professional Consultant Services for:**

**Butte Silver Bow  
Urban Revitalization Agency**

**Comprehensive Master Plan for Uptown Butte**

## Introduction

The Urban Revitalization Agency seeks the consulting services of a qualified firm to complete a master plan for the Uptown Butte area.

The Urban Revitalization Agency (URA) is a tax increment district designed to promote the redevelopment and stimulation of investment within the central business district. The URA is funded by tax increment financing and makes loans and grants for private buildings in the uptown area, and invests in other public and private improvements.

## Overview of Butte, Montana

Butte, as the first major city in Montana and, at one time, the largest city west of the Mississippi River between Chicago and San Francisco, can accurately lay claim to the title of 'Montana's most historic city.' From its early days as a mining camp, to the rise of the Copper Kings and the resulting birth of the labor movement, through the industrialization and decline of mining, and down to a present marked by an environmental and urban renaissance, Butte's history is as colorful and diverse as the landscape of Montana. You can read more about Butte at the following websites:

<https://co.silverbow.mt.us/481/History-Culture>

<https://butteelevated.com/>

<http://mainstreetbutte.org/>

<https://www.visitmt.com/listings/general/convention-and-visitor-bureau/butte-convention-and-visitor-bureau.html>

## Vision Statement

The Uptown Butte Master Plan vision is to create a broadly accepted guiding tool focused on implementation that ensures a high quality of life, character, and diverse economic vitality in Uptown Butte.

## Project Overview

In April 2018, Butte held a widely attended community visioning meeting where several issues were discussed, and community goals identified. One of the agreed-upon objectives was to move forward with a master plan for Uptown Butte. A master plan committee was formed, and several meetings were held to develop this request for qualifications (RFQ). This RFQ summarizes previous planning efforts, describes the

project approach, provides a scope of work for the master plan, and details the RFQ submittal and review process.

In recent years, master plans have proven an effective tool for achieving community goals. Many communities cite the master planning process as a catalyst to energize redevelopment and revitalization. Similar Montana communities that have completed downtown master plans include Missoula, Anaconda, Dillon, Hamilton, Deer Lodge, Helena, and Whitefish. These communities have achieved success through their master planning efforts including cleaner and greener public spaces, increases in the tax base and economic activity, preservation of their unique architectural assets, and an enhanced quality of life improving the health and vitality of their community for residents and visitors.

The master plan should adopt a strategic planning process including analysis of existing opportunities and issues, direction setting (mission statements, vision and values, goals and objectives, etc.), alignment (determining our path), implementation and execution (layout out an action plan for achieving the stated goals), and evaluation (regular check-ins, measuring performance and success, and course corrections).

## Stakeholder Involvement

Key community stakeholders have come together to form the Uptown Butte Master Plan Steering Committee. These are Butte citizens passionate about the future of Uptown Butte, and they represent a broad range of constituencies including small and large business owners, retail businesses, insurance, professional services, lodging, healthcare, community social services, utilities, and others. They are supported by the efforts of Butte's economic development entities including Butte Silver Bow, the Butte Local Development Corporation, Headwaters RC&D, the URA, and the Chamber of Commerce. This core group of key community stakeholders will help guide this process and will support the efforts and needs of the chosen consultant.

## Summary of Previous Planning Efforts

Plans and studies that include the Uptown Butte area have been undertaken over the last several years. These are a combination of project specific plans, issue specific plans (such as historic preservation), and streets plans that should be incorporated into the process of developing the new master plan. It is anticipated that the consultant team will review these plans and incorporate them into the new plan if appropriate without replicating previous efforts. Various plans and documents are listed below.

- Growth Policy 2008 (BSB is currently in the process of updating the Growth Policy) <https://www.co.silverbow.mt.us/DocumentCenter/View/326/Butte-Silver-Bow-Growth-Policy-2008-Update>
- Butte Uptown Urban Renewal Plan 2014 – URA, TIF <https://www.co.silverbow.mt.us/DocumentCenter/View/512/Butte-Uptown-Urban-Renewal-Plan-2014>
- West Park Street Corridor 2016 <https://co.silverbow.mt.us/DocumentCenter/View/10823/West-Park-Street-Corridor-Recommendations>
- Comprehensive Historic Preservation Plan 2014 <https://co.silverbow.mt.us/DocumentCenter/View/3427/Butte-Silver-Bow-Comprehensive-Historic-Preservation-Plan-final-draft-Oct-2014-complete>
- Transportation Plan Update 2016 <https://co.silverbow.mt.us/DocumentCenter/View/9491/FINAL-BSB-2016-Transportation-Plan?bidId=>
- Historic Uptown Butte Economic and Community Planning and Development: Review & Analysis 2012, Red Mountain Communications, LLC (available upon request)
- Visitor Assessment Butte, MT 2013 <https://www.co.silverbow.mt.us/DocumentCenter/View/1878/Butte-Visitor-Assessment-Nov-2013>
- Community Assessment and Recommendations to Address Vacancy and Abandonment in Uptown Butte, submitted by the Center for Community Progress to the City and County of Butte-Silver Bow, 2014 [http://www.communityprogress.net/filebin/Butte\\_Final\\_Report\\_12\\_8\\_14.pdf](http://www.communityprogress.net/filebin/Butte_Final_Report_12_8_14.pdf)
- Butte-Silver Bow Target Industry Analysis 2014 [https://www.google.com/search?q=butte+silver+bow+target+industry+analysis&rlz=1C1GCEU\\_enUS821US821&oq=butte+silver+bow+target+industry+analysis&aqs=chrome..69i57j69i64l2.5117i0j8&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=butte+silver+bow+target+industry+analysis&rlz=1C1GCEU_enUS821US821&oq=butte+silver+bow+target+industry+analysis&aqs=chrome..69i57j69i64l2.5117i0j8&sourceid=chrome&ie=UTF-8)
- Butte Silver Bow County and Human Resources Council, Community Stakeholder Discussion: Caring for Our Homeless Community <https://co.silverbow.mt.us/DocumentCenter/View/10828/Community-Stakeholder-Discussion-Caring-for-Our-Homeless-Community>
- Building Montana’s Copperway: An Action Plan for Heritage Tourism in the Butte-Anaconda Heritage Corridor, Heritage Strategies 2012 (available upon request)

## Project Approach

The long-term success of this master plan will rely on open, inclusive public processes. One of the challenges will be integrating and involving disengaged groups and

constituents who have an interest in the area or can provide meaningful input, but do not typically participate in public processes. This may involve assembling small, focused interest groups in order to foster creativity and candid insights. The consultant team will be tasked with implementing innovative public engagement strategies to capture the input of this diverse community.

The strategy should include, but not be limited to, the following:

- A strong emphasis on public participation which brings together representatives from a broad range of stakeholders and maintains an inclusive process through community dialogue, consensus building and action.
- Through broad and wide-ranging community engagement, the process will be highly visible and engaging to all, minimizing the ‘vocal minority’ phenomenon often seen in public involvement processes.
- Analysis of existing zoning, codes, and ordinances to ensure growth and development in Uptown Butte is in line with community goals.
- Analysis of existing land use, building ownership and vacancies, and ownership patterns with an emphasis on redevelopment and new business opportunities.
- Analysis of the current market and the development of marketing strategies for Uptown Butte.
- Visual elements including graphic depictions or video animations that illustrate possible future development based upon key findings from the Master Planning process.

### *List of Organizations, Agencies, and Groups*

This list includes agencies and organizations that should be engaged in this strategic planning process. This is not a definitive list, and additional groups will be identified through this process.

- Historic Preservation Commission
- Butte Citizens for Preservation and Revitalization
- Main Street Uptown Butte
- Urban Revitalization Agency
- Butte Local Development Corporation (BLDC)
- Headwaters RC&D
- Butte-Silver Bow City County Government including Planning, Public Works, Community Enrichment, and others
- Montana Department of Transportation
- Montana Technological University
- Butte School District No.1
- Butte Convention and Visitors Bureau
- Butte-Silver Bow Chamber of Commerce

- Butte Historical Society
- Butte Public Archives
- Butte Silver Bow County and Human Resources Council
- Rotary Club
- Kiwanis Club
- Merchants of Historic Uptown Butte
- Exchange Club
- Private Sounding Boards/Steering Committees

### *Submittal Requirements*

#### Consultant Requirements / Qualifications

Firms submitting responses should have broad experience in public involvement, community visioning, urban planning and design, landscape architecture, historic preservation, transportation, market analysis, and implementation. The Master Plan will create a framework to guide decisions impacting historic Uptown Butte, including modifications to land use and planning regulations, public and private investment decisions, and prioritization for allocation of BSB and other resources

Qualified Firms will be asked to respond to a detailed request for proposal.

#### Response Content

The response should provide sufficient detail to enable the Review Committee to thoroughly evaluate and compare it with other responses. The following information should be included, at a minimum:

- A description of the lead firm and all firms proposed to be part of the consultant team with an emphasis on the qualifications needed to provide the services requested, along with their web presence and contact information.
- A description of the relationships between the firms being proposed as part of the consultant team with specific details about similar projects on which the firms have worked together and identification of their respective roles.
- A description of your understanding of the project and Uptown Butte's needs and address how you propose to meet those needs, including project approach and methodology.
- A general discussion about methods you have used to broaden public participation and input into the process and plan.
- Provide at least three references for similar projects undertaken by the lead firm, including name, address and phone number where a contact person may be

reached. References for other firms comprising the consultant team may also be included.

### Format

No specific format will be required; however, responses are to be prepared in such a way as to provide a straightforward, concise delineation of the consultant team's capabilities to satisfy the requirements. Please limit responses to 10 pages.

### Submission

All responses must be received by **5:00pm MST on September 6, 2019**. Any response received after that time will not be considered by the Selection Committee. Please submit ten (10) hard copies and one electronic copy of the Statement of Qualifications to:

Questions and requests for information should be directed to:

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