June 5, 2009

JUNIPER RIDGE – BEND, OREGON
A 1,500 ACRE MIXED-USE, MASTER-PLANNED COMMUNITY
PHASE 1 – EMPLOYMENT LANDS
REQUEST FOR CONSULTANT QUALIFICATIONS
ARCHITECTURAL DESIGN GUIDELINES

On behalf of the City of Bend (“City” or “Owner”), Development Management Associates, Inc. (“DMA”), as Project Executive, solicits a statement of your firm's qualifications to provide advisory services in the formulation and drafting of Architectural Design Guidelines that will accompany, and be a part of, the Codes, Covenants & Restrictions (“CCR’s”) for Phase 1 of Juniper Ridge, a 1,500-acre mixed-use, master-planned community in Bend, Oregon (“JR”, “the Property”, or “the Project”).

The Phase 1 component of the Project is a business park of approximately 290 gross acres. The Owner and DMA are currently working to secure entitlements for this component of the Project. The entitlements process is composed of two (2) principal elements:

1. Drafting and passage of a Zoning Code amendment to create a Special Plan Area (“SPA”) for the Employment component of the project. The SPA Zoning Code amendment will create a set of supplemental Land Use requirements and guidelines that will act as an overlay to the existing IL requirements in the current code; and,

2. Secure a Zone Change for no less than 70 acres of the Employment lands, from UAR (Urban Area Reserve) to IL (Light Industrial).

One project (the Les Schwab corporate headquarters) has already been completed at JR. Two others are under construction: Suterra, a 72,000 sf manufacturing and corporate headquarters facility for Suterra Corporation, a Bend-based subsidiary of Roll Corporation, and a PacifiCorp 55 megawatt electrical substation, which will be the principal source of electric power to the Project.

PROJECT BACKGROUND

The 1,500 acre Juniper Ridge property was deeded to the City by Deschutes County at no cost in November of 1990. Three conditions accompanied this gift: (1) the City must prepare a Master Plan for the property; (2) the Master Plan must be reviewed and adopted by the City in a public process; (3) a minimum of 10% of the Property must be committed to parks or open space.

Deschutes County has amplified and amended these conditions at various points in the intervening years. The City has fulfilled the intent of the conditions, and is now moving forward to secure entitlements and zoning to construct the first phase of the Project.
At the time the property was deeded to the City, none of it was within the City’s Urban Growth Boundary (“UGB”). In 2004, the City received State approval to expand its UGB to include approximately 500 acres of the Juniper Ridge property. The land was concurrently annexed into the City Limits. The Employment lands, approximately 290 gross acres, are a component of this 500 acre parcel. Please see Exhibits 1 and 2.

In 2005, the City established an Urban Renewal taxing district at the north end of the City, of which the Juniper Ridge property is one of two major components. The Juniper Ridge Urban Renewal Agency was formed to administer this district, which receives a portion of the district’s Deschutes County property tax revenues as Tax Increment Financing. This financing may be used to finance the construction of public infrastructure within the District’s boundaries through the sale of municipal bonds. Please see Exhibit 3.

Also in early 2005, the City issued a Request for Qualifications to select a Master Developer for the Project. Juniper Ridge Partners (“JRP”) was selected in July of 2005, and work was immediately begun to expand and refine a previously-developed draft master plan for the property.

The master planning work was completed in the summer of 2007 by Cooper-Robertson of New York, in conjunction with Arup, an international engineering firm, and JT Atkins, a Bend-based landscape architect and planner. The contents of the Cooper-Robertson Conceptual Master Plan can be viewed at the City’s Juniper Ridge web site:

http://www.ci.bend.or.us/depts/urban_renewal_economic_development/juniper_ridge/index.html

Click on the “Conceptual Master Plan” link in the navigation bar on the left side of the page.

The City and JRP were not able to come to terms on a long-term agreement for development of the Property, and a termination agreement was executed in March of 2008. The terms of that agreement gave the City full rights to all intellectual work completed by JRP and its design team.

In the summer of 2008, the City formed the Juniper Ridge Management Advisory Board (“JRMAB”), a 5-member volunteer group composed of Bend residents experienced in land development, banking and finance, site selection, economic development, and high technology. The JRMAB reports to the Bend City Council, and acts as an advisor to the City Manager in the setting of policy for the development of the property. The JRMAB meets publically, generally on a monthly schedule.

In December of 2008, the City selected DMA to serve as Project Executive for Juniper Ridge, responsible for definition and execution of all elements of the Project’s scope, schedule, design, and financial performance. DMA reports to the City Manager, with guidance from the JRMAB.

THE COOPER-ROBERTSON CONCEPTUAL MASTER PLAN

The Cooper-Robertson (“CR”) Master Plan (the “Plan”) is the defining blueprint for development of the Juniper Ridge project. Per the (amended) terms of the County’s deeding of the
property to the City, the Plan is to serve as the guide for development of the Property. The Plan has been adopted by City Council, and the Council, as well as the public, fully expect to see the Project executed in a vein that is consistent with, and faithful to, the core elements of the Plan.

The Plan is Neourbanist in nature: mixed uses, walkable neighborhoods, pedestrian scale, multi-modal transportation system, carefully defined streetscape, significant landscaping and open spaces, and respect for the natural surroundings of the site, which are abundant. These elements of the Plan are consistent with other respected facets of the Bend community (such as the Northwest Crossing neighborhood), are consistent with the community’s expectation of what constitutes quality development, and are consistent with the image of what Bend’s residents wish to see the City’s built environment become.

As a component of development of the Plan, CR developed various site design prototypes for the Employment component of the project. These prototypes can be seen in the Plan in Chapter 3. Attention is drawn to the fact that the Plan limited its analysis of “industrial” site prototypes to a maximum site area of five acres. The City, the JRMAB, and DMA are all in agreement that the site design, the SPA, and the Design Guidelines, must be formulated in contemplation of users as large as fifty (50) acres, for distribution and/or campus-style office use. Reconciliation of the challenges presented by larger-scale development to Neourbanist principles will be a significant element of the Design Guidelines development effort. Previous, successful experience in similar project types, criteria and scale will be an important element in the selection of the successful firm.

CURRENT STATUS OF PROJECT

1. Project Team

The City’s ownership of the property puts it in the dual role of “Owner” and “Regulator”. To simplify that distinction, the JRMAB operationally acts as “Client” and makes formal recommendations to the City on matters of policy, design, financial issues and approvals, etc.

A project team organizational chart is attached as Exhibit 4. This chart is illustrative of the “Owner” team organization for development of the SPA zoning code amendment, and the subsequent zone change.

2. Construction Initiatives

As noted above, the Schwab headquarters project has been completed, and the Suterra project is under construction. Both projects are of Class A design and quality. Both firms have agreed to be bound by the terms of future CCR’s; both these facilities have helped establish an important quality precedent. The PacifiCorp substation has no buildings, but extensive treatment has been rendered to the facility to reduce its profile and screen it from adjacent rights of way with natural groundform features, substantial landscaping, and a precast architectural concrete screen wall. By 2012, PacifiCorp intends to construct a 90,000 square foot service center at JR on a site adjacent to the substation. Here also, the customer has agreed to be bound by CCR’s that have not yet been written.
3. Entitlement Initiatives

The SPA zoning code amendment text is currently in its final draft. Work on the code text and related exhibits is expected to be completed in the next four weeks. As described above, the code amendment is a supplemental overlay to the City’s current IL zoning requirements. The zoning code amendment will enter into a public review stage around the beginning of September. Approvals are expected to take three to four months, concluding around the end of the calendar year.

As an adjunct to the zoning code amendment, the team has developed an initial roadway network design for the employment area, and associated roadway functional classifications. Functional descriptions and related dimensional criteria have been fully defined. Please see Exhibit 5.

Analysis of traffic impact is being conducted at two levels: first, “sketch plan”-level traffic impact is being defined for the SPA for purposes of validating the proposed functional classifications of the roadway network. This study will also confirm current assumptions about right of way widths, locations and capacities of roundabouts, etc. This study will become an exhibit to the proposed SPA zoning code amendment. Secondly, a broader and more detailed analysis of traffic movements onto and off of the site is being performed to identify impacts upon the related local and regional roadway networks. This study will become an exhibit to the proposed zone change, and must be approved by the Oregon Department of Transportation (“ODOT”) before the zone change can proceed. Upon approval of the zone change, the City will have the legal means to subdivide the property, close the Suterra and PacifiCorp transactions, make additional properties available for sale, and move the project forward.

While the Design Guidelines will not be codified with the SPA zoning code amendment, they are a required exhibit to the CCR’s, which will be developed, concurrent with the Design Guidelines, in conjunction with Ball Janik LLP, a Portland-based land use law firm. Steve Janik, a principal and founding partner of Ball Janik, has overseen the drafting of literally hundreds of these packages, and will be acting as JR’s “Master Strategist” for all entitlement issues.

PROPOSED SCOPE OF WORK

While the SPA can be characterized as a means of definition of land use principles for Juniper Ridge, the CCR’s will constitute the rules and regulations for the development and operation of facilities and related amenities. The Design Guidelines will establish the specific design principles that will manage and govern the appearance of the built environment. The Design Guidelines must be coordinated with the SPA principles and the CCR’s so that all three documents work together as a cohesive unit.

Following is a draft outline of the proposed Guidelines. This outline is to be viewed only as a conceptual framework for the type of planning tool(s) necessary to make the JR project an international model for successful planning and design. Juniper Ridge is the City of Bend’s most important asset in a long-term program of economic development. There are no other projects anywhere in Central Oregon that can match Juniper Ridge’s scale, natural setting, surroundings, or long-term economic and social benefit to its citizens.
1. Site Design  
   a. General Site Planning Criteria  
   b. Preservation of Key Site Attributes  
   c. Drainage and Storm Water Management Criteria  
   d. Vehicular Circulation Criteria  
   e. Bicycle & Pedestrian Circulation Criteria  
   f. Parking Lot Criteria  
   g. Landscape Design Criteria  
   h. Irrigation Design Criteria  
   i. Exterior Lighting Criteria  
   j. Site Furnishings Criteria  

2. Building Design  
   a. Architectural Criteria – Industrial Buildings  
   b. Architectural Criteria – Office Buildings  
   c. Architectural Criteria – Special-Use Buildings  

3. Streetscape Design  

4. Signage and Graphics  
   a. Policy Overview  
   b. Basic System Components  
   c. Office & Industrial Signage Guidelines  
   d. “Quick Service Retail” Signage Guidelines  
   e. Project Identification Signs  
   f. Feature Signs  
   g. Recreation Signs  
   h. Regulatory Signs  
   i. Temporary Signs  

5. Criteria for Construction Sites and Temporary Facilities  

6. Submittal and Review Policy & Procedure  

**CITY OF BEND SELECTION PROCESS**  

The City will undertake the following procedure to select a consultant to provide the referenced services:  

1. Statement of Qualifications ("SOQ"): Any firm may submit a SOQ. Please note the City is not calling for fee proposals or schedules at this time. Submittals will be evaluated and scored as follows:  

   A. Relevant Firm Experience (100 Points):  
   The City will evaluate your firm’s qualifications and experience with design of similar projects. Services must have been performed within the last seven (7) years. Please
provide relevant detail of project design, entitlement complexity, and comparable size. Please expand upon your firm’s experience with projects involving Neourbanist design principles.

Previous project experience with the City of Bend is a plus but is not required.

B. Proposed Project Team (100 points):
The City will evaluate your proposed project team. Describe the relevant experience of your proposed subconsultants. Have your proposed team members been actively involved in the projects referenced in A. above?

C. Quality of Service (100 points):
The City will evaluate the quality of your firm’s services as evidenced by submitted references contacted by telephone, and by submitted letters of recommendation.

2. Proposal: From the initial list of firms who respond to this Request for Qualifications, the City will select the five (5) top-scoring firms for detailed proposals, which will be the subject of a future RFP document. All proposals will be scored in a fashion similar to this RFQ.

3. Interview: From the proposals received, the City will select the three (3) top-scoring firms for project team interviews, to be conducted in Bend. A finalist firm will be selected from that process for negotiation of a services contract with the City of Bend.

PROPOSED SCHEDULE

Development of the Design Guidelines is proposed to run concurrent with the CCR’s. The two documents will be recorded simultaneously, and it is the city’s goal to complete the recordation on the same schedule as the completion of the SPA zoning code amendment.

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<thead>
<tr>
<th>Proposed Schedule</th>
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<tbody>
<tr>
<td>Issue Request For Qualifications</td>
<td>June 8</td>
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<tr>
<td>Receive Qualification Packages</td>
<td>June 26</td>
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<tr>
<td>Issue Request for Proposal</td>
<td>July 3</td>
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<tr>
<td>Receive Proposal Packages</td>
<td>July 24</td>
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<tr>
<td>Interview Short List</td>
<td>August 7</td>
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<tr>
<td>Contract Terms Completed; Begin Work</td>
<td>August 21</td>
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<tr>
<td>Initial Draft</td>
<td>September 25</td>
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<td>Second Draft</td>
<td>October 30</td>
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<td>Final Draft</td>
<td>November 30</td>
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<td>Document Coordination Completed</td>
<td>December 15</td>
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MINIMUM SUBMITTAL REQUIREMENTS

Please submit two (2) original copies of your Qualifications package no later than June 26, 2009. No extensions of time will be granted unless notified by DMA in advance in writing.

Submittals and inquiries are to be addressed to:

Development Management Associates, Inc.
attn: David A. Ditz
15 SW Colorado Avenue, Suite 310
Bend, OR 97702
541-306-6923
dditz@developmentmanagement.com

DMA and the City of Bend reserve the right to reject any or all submittals, and to waive any irregularities. All submitted materials shall remain the property of the City of Bend.
EXHIBIT 1
EXHIBIT 2
EXHIBIT 4
EXHIBIT 5
Figure 2.7.2040.B
Employment Sub-District Transportation Plan Map

LEGEND
- EMPLOYMENT ARTERIAL ROAD (FIVE LANE)
- EMPLOYMENT ARTERIAL ROAD (THREE LANE)
- EMPLOYMENT COLLECTOR ROAD
- LOCAL TRUCK ROUTE
- OPTIONAL LOCAL TRUCK ROUTE
- EMPLOYMENT LOCAL ROAD
- OPTIONAL EMPLOYMENT LOCAL ROAD
- ONE WAY PARK BOULEVARD
- MULTI-USE PATH
- OPEN SPACE
- POTENTIAL ROUNDABOUT
- US 97
- EXISTING RAILROAD
- EXISTING ROADS
- EMPLOYMENT SUB-DISTRICT BOUNDARY

NOTE:
1. ROAD CLASSIFICATION DEPENDENT ON POTENTIAL FUTURE CONNECTION TO US 97.

NOT TO SCALE