

OKLAHOMA CITY URBAN RENEWAL AUTHORITY

Request for Proposals

Restoration toward Reconciliation: Planning for the Future of the Brockway Center and Lyons Mansion Reuse Feasibility Study

RFP Date of Release: April 22, 2021

Property inspections: Available upon request.

RFP Proposal Responses Due: June 30, 2021 at 5 p.m. and can be submitted
by email to leana.dozier@theallianceokc.org.

Contact Person for Questions Concerning this RFP:

Leana Dozier, leana.dozier@theallianceokc.org

Deadline for questions: May 22, 2021 at 5 PM

All questions and answers will be distributed via addendum after deadline.

Request for Proposals: Restoration toward Reconciliation: Planning for the Future of the Brockway Center and Lyons Mansion Reuse Feasibility Study

The Oklahoma City Urban Renewal Authority (OCURA) has partnered with the African American Cultural Heritage Action Fund of the National Trust for Historic Preservation to advance visioning and stewardship planning for the Historic Brockway Center and Historic Lyons Mansion. These historic sites are one of few culturally and nationally significant African American landmarks still standing in Oklahoma City.

OCURA is seeking a qualified consultant or consultant team to develop a vision and reuse concept for each site with stakeholder/community support to explore bold, innovative, inspiring, and financially viable concepts that return the buildings to their former glory and serve the community. This study will also help OCURA evaluate the most feasible path forward for implementation of this vision.

Background and Purpose

OCURA recognizes the historic and contemporary cultural disruptions and economic loss some communities experienced as a result of federal and local policy decisions such as urban renewal and redlining. The physical and psychological effects of these policies have disproportionately impacted generations of African Americans. As an institution, OCURA has several goals for the purchase and/or redevelopment of these culturally significant properties:

- Preservation of African American historic sites
- Promotion of African American culture and heritage
- Recognition and celebration of the contributions of the African Americans who lived and worked in these structures
- Reclamation of spaces that hold stories of African American and women's activism and achievement, with research connecting local stories with African American contributions across the nation
- Capacity building of efforts and/or organizations focused on African American history and culture
- Reconciliation of past and ongoing injustices

The key components of the plan include the facilitation of a robust, community-centered planning process with a deep community engagement component that utilizes creative, digital and inclusive methodologies, leading to redevelopment concepts that are culturally sensitive, creative, pragmatic and financially-sustainable. The purpose of this stewardship planning process is to restore the sites in a way that celebrates and aligns to the history of each site, increases public access and interpretation and makes a vibrant, thriving destination for residents and visitors.

Goals/Objectives

The goal for this study is to plan for the restoration and stewardship of the Historic Brockway Center and Lyons Mansion and evaluate the feasibility of a range of potential uses and programming through analysis and robust community and stakeholder outreach. While the Brockway Center and Lyons Mansion are separate sites, it is preferred that future visions for the sites are related or connected, although separate uses may be appropriate for each site. The resulting vision for reuse and sustainable stewardship should address the physical rehabilitation, desirability of public access and use, support of/partnership with local organizations or groups, and intentional connection to the local district and/or other sites of African American culture and heritage.

The selected firm will conduct:

- Digital and/or in-person (as pandemic restrictions evolve) community engagement with local stakeholders to develop the program vision for reuse;
- Program development exercises with OCURA and National Trust to develop recommended program visions for reuse at the two sites;
- Feasibility assessments of the proposed reuse concepts and program visions;
- Assessment of operational needs to guide implementation of co-stewardship vision;
- Research and identification of possible funding mechanisms to support public programming; and Research to determine co-stewardship and/or partnership models to financially sustain the capital needs and ongoing operations and maintenance of historic Brockway Center and Lyons Mansion.

Desired outcomes include increasing the community's input throughout the process, positively affecting the community's perception of urban planning and redevelopment, and increasing public access to these cultural assets.

Supporting Documents

- [Grant Agreement](#)
- Historical documents – [Brockway](#) / [Lyons](#)
- Property maps – [Brockway](#) / [Lyons](#)
- Photographs and videos – [Brockway](#) / [Lyons](#)
- Existing building condition and/or assessments – [Brockway](#) / [Lyons](#)

Property Backgrounds/Property Descriptions

Brockway Center

The Brockway Center is located at 1440 N. Everest Avenue, Oklahoma City, OK 73117, and is currently owned by the Oklahoma City Redevelopment Authority (OCRA) who closely collaborates alongside the Oklahoma City Urban Renewal Authority. Located on a tract of 16,513 square feet, the Brockway Center is a 3,544 sq ft, 2½-story Colonial Revival-style dwelling built in 1915 with additions built on to the north and south of the original structure after 1955. There is also a 2-story garage/apartment on site. Both buildings have west-facing façades and have retained high degrees of historic integrity. They are clad in painted brick and have moderately pitched, gabled roofs. Most of the original wood-framed windows

remain. The house's interior also reflects the Colonial Revival style with plaster ceilings and walls, wood floors, and numerous wood built-ins and features such as a library on the second story.

Once the home of Grace and Walter Lybrand, the building was acquired by the Oklahoma City chapter of the Oklahoma Federation of Colored Women's Clubs (OFCWC) in 1968. The painted white exterior, the features of the interior, and location within northeast Oklahoma City convey the property's association with the work and activism of the club. The Oklahoma City chapter of the OFCWC retained ownership of the property until 2011. Both buildings are in fair condition.

Lyons Mansion

The Lyons Mansion is located at 300 NE 3rd Street, Oklahoma City, OK 73104 and is currently owned by Oklahoma City Urban Renewal Authority. The Lyons Mansion property represents some of the last remaining, original architectural resources with direct ties to northeast Oklahoma City's history as a segregated African American community. The tract of land is 11,550 square feet. The site consists of five contiguous, contributing resources: a Craftsman-style Bungalow (304 Northeast 3rd Street—966 sq ft); the Melvin F. Luster House (NRIS #83001201) and its associated garage (300 Northeast 3rd Street—3,718 sq ft); the East India Toilet Goods Manufacturing Company building (316 North Central Avenue—1,334 sq ft); and a brick fence wall.

Built between 1912 and 1926, all resources were once owned by Mary and Sidney Lyons. One of the wealthiest Black Oklahomans during the early twentieth century, Sidney Lyons oversaw successful business ventures in retail, real estate, and oil. The Craftsman-style Bungalow, which Lyons owned and leased to tenants, and the East India Toilet Goods building, which manufactured cosmetic products, are directly associated with Sidney's business interests and are the last examples of their respective architectural styles in this section of Oklahoma City. Sidney used his wealth to build a luxurious Italian Renaissance Revival-style residence that is known today for his stepson, Melvin F. Luster.

See [Exhibit A](#) below for a map showing the spatial relationship and context of the two sites.

See [Exhibit B](#) below for maps and photos of the Brockway property.

See [Exhibit C](#) below for maps and photos of the Lyons property.

Anticipated Scope of Services

Stakeholder/Community Outreach. This project will require an intensive community engagement component. The primary audience for the engagement component will be large, diverse group of community stakeholders and public officials, and a secondary audience may include developers, investors and neighboring institutions. Key stakeholders will be identified in conjunction with OCURA and local community partners. Success will hinge on creative, multi-faceted, and inclusive engagement methodologies that reach a broad cross-section of the local African American community through digital and/or in-person (as restrictions permit) convenings, briefings, surveys, focus groups, and charettes. Other important stakeholders for targeted outreach will include:

- Community-based organizations

- Public agencies or departments
- Potential private partners

Feasibility Study. Reuse concepts must be culturally sensitive and achievable and physically achievable. Known site limitations and opportunities of Brockway Center and Lyons Mansion should be conveyed to community stakeholders through the engagement process. Other tasks include:

- Analysis of site restrictions including the physical/zoning constraints of the property and what uses are physically feasible and permitted.
- Assess initial feasibility of proposed uses that emerge through stakeholder and community engagement in consultation with OCURA.
- Explore a range of income-generating activities that could strengthen financial projections and guide space and use decisions through market analysis.

Vision and Concept Development. Reuse concepts for the Historic Brockway Center and the Lyons Mansion should incorporate the following tasks:

- Review past studies, planning documents, building assessments, community engagement, historical context relevant to the sites.
- Develop guiding principles to direct future redevelopment and stewardship and integrate findings from community and stakeholder outreach.
- Analyze case study/benchmarks of comparable reuse projects and stewardship models. Identify uses of the properties that preserve and protect the historical character, celebrating and supporting the African American history and the people who lived and worked in these buildings.

Governance and Implementation Recommendations. OCURA seeks to understand the feasibility of various stewardship, co-stewardship, and third-party operating models. Tasks may include:

- Research of potential co-stewardship and partnership models to financially sustain the long term capital and operating needs of the historic Brockway Center and Lyons Mansion;
- Identification of potential local operators/co-stewards;
- Evaluation costs and benefits of different stewardship models
- Develop recommendations for implementation to bring the vision to life based on OCURA's capacity and mission, and community desires.

Anticipated deliverables:

- Interim report analyzing the key takeaways and outcomes of the stakeholder and community engagement and guiding principles for site redevelopment
- Market analysis and feasibility assessment of preferred reuse scenario(s) to guide internal decision-making
- Public-facing report that summarizes the community-driven vision and preferred reuse scenarios (related and/or independent reuses) for the Historic Brockway Center and Historic Lyons Mansion

- Presentations, digital, and hard copy reports

Proposal Requirements

Proposals should include:

- Firm Profile: Description of firm's experience, structure, personnel. Include Minority/Women-owned Business Enterprise status and relevant experience. A description of the firm's organizational structure, including resumes of the firm's principles and professional staff who would work directly on project with areas of responsibility, and specify project lead.
 - Minority/Women-owned Business Enterprise details should include the racial and gender stats of their executive and senior level staff and for the entire company.
- Project Approach: A description of how the firm intends to approach the anticipated scope of services set forth in this RFP.
- Scope of Work: A summary of your understanding of the project with deliverables, work plan, proposed timelines, and communication schedule.
- Experience & Qualifications: A history of the firm's experience providing community engagement and community-driven reuse feasibility planning for not-for-profit and cultural organizations. Consideration will be given to experience with small-scale historic site redevelopment. Provide descriptions of past projects that demonstrate the firm's ability to successfully complete the requested services.
 - Evidence of ability to execute including past experience with similar projects including:
 - Understanding of and experience with similar cultural sites.
 - Expertise in analyzing sites or entities associated with cultural heritage, tourism, arts/culture, museums, creative economy, and/or education.
 - Experience in historic real estate development for significant historic sites with both non-profit and for-profit uses.
- Fee Breakdown: The budget for this project is \$75,000. Additional funding may be available, if needed. Interested firms should provide the hourly non-profit rate of each principal and staff member whose résumé is provided or whose job category may be required, the rate used in the proposal, and how the fee will be allocated.
- References: Provide a minimum of three references that may be contacted.

Proposals will be evaluated on:

- Demonstrated experience in comparable development projects in similar stages of predevelopment.
- Understanding of and ability to meet goals and objectives within reasonable budget.
- Firm and personnel qualifications and experience.
- Preference will be given to firms utilizing local expertise and/or partnering with local consultants.

The project is funded by grant funds from the African American Cultural Heritage Action Fund Grant. Grants from the Fund are designed to advance ongoing preservation activities for historic places representing African American cultural heritage. The National Trust for Historic Preservation, a privately funded nonprofit organization, protects significant places representing our diverse cultural experience by taking direct action and inspiring broad public support. Work must be done in accordance with OCURA's agreement. Terms include:

- Study must be complete by one year after date grant disbursed (TBD)
- Cooperation with African American Cultural Heritage Action Fund Grant allowing inspections of work.
- All materials of this work to be turned over to OCURA for express use by African American Cultural Heritage Action Fund Grant.
- Reports and materials must include the following language:
 - “This project was funded by a grant from the African American Cultural Heritage Action Fund of the National Trust for Historic Preservation with support from The Andrew W. Mellon Foundation.”

Questions

For questions or for clarification, please contact Leana Dozier at leana.dozier@theallianceokc.org.

Deadline for questions: May 22, 2021 at 5 PM

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Deadline

Proposals will be accepted until 5:00 pm on June 30, 2021. Proposals should be submitted by email to leana.dozier@theallianceokc.org.

Any proposals received after the deadline will be disqualified.

Exhibit A

Spatial Relationship and Context

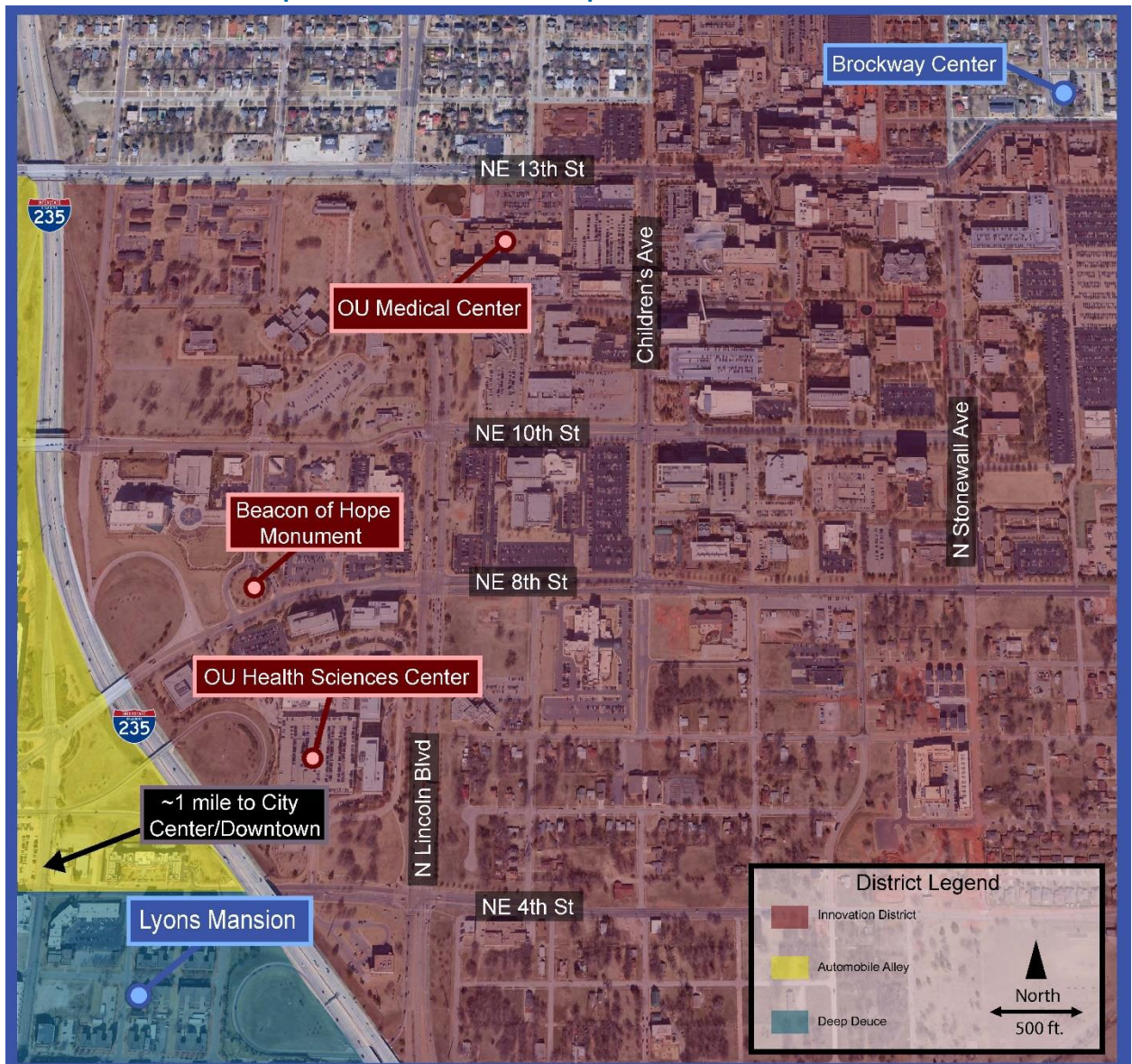
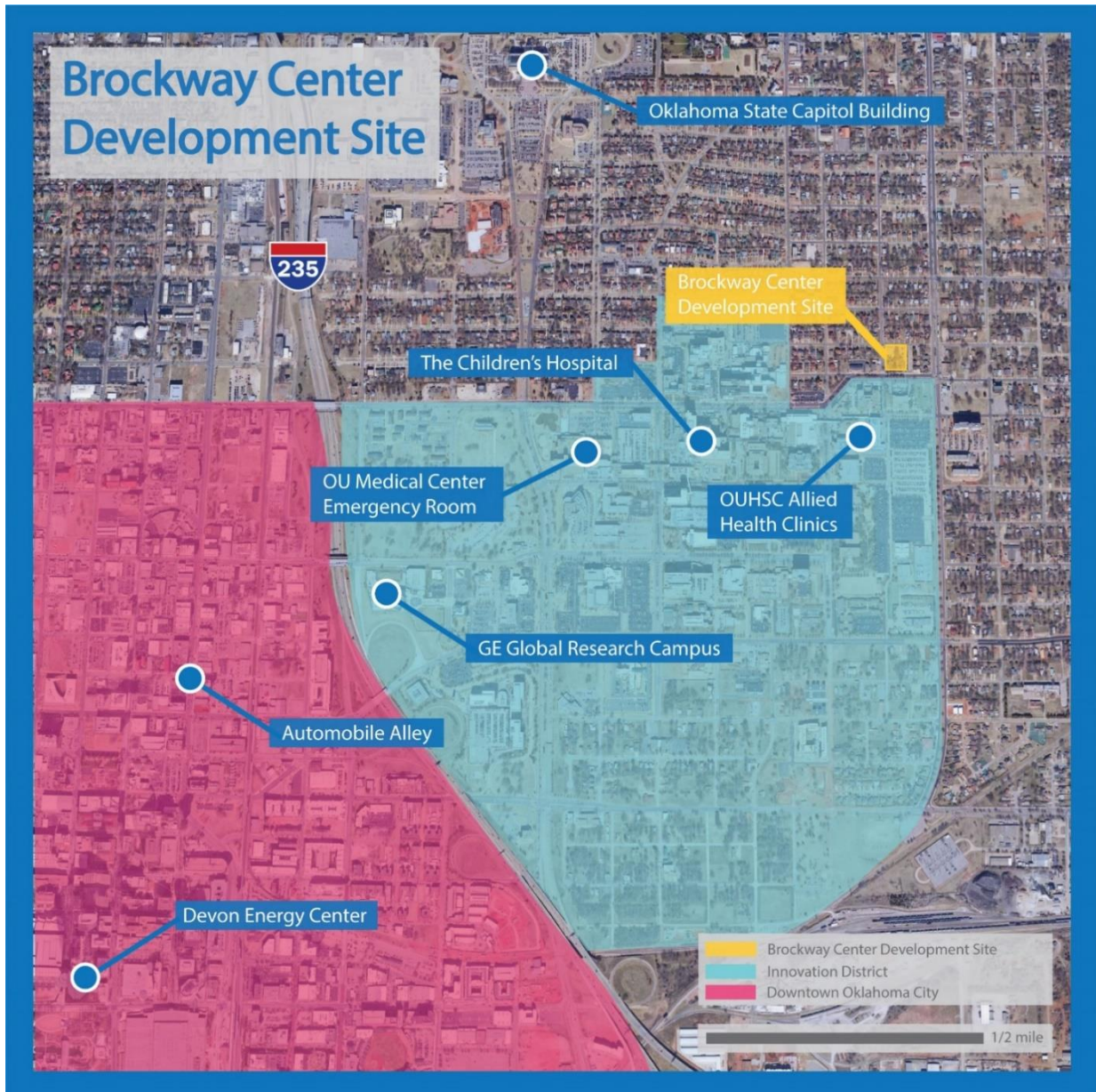


Exhibit B Brockway Center







1440 N Everest Ave – Brockway Center



Back – Stone Fireplace Side

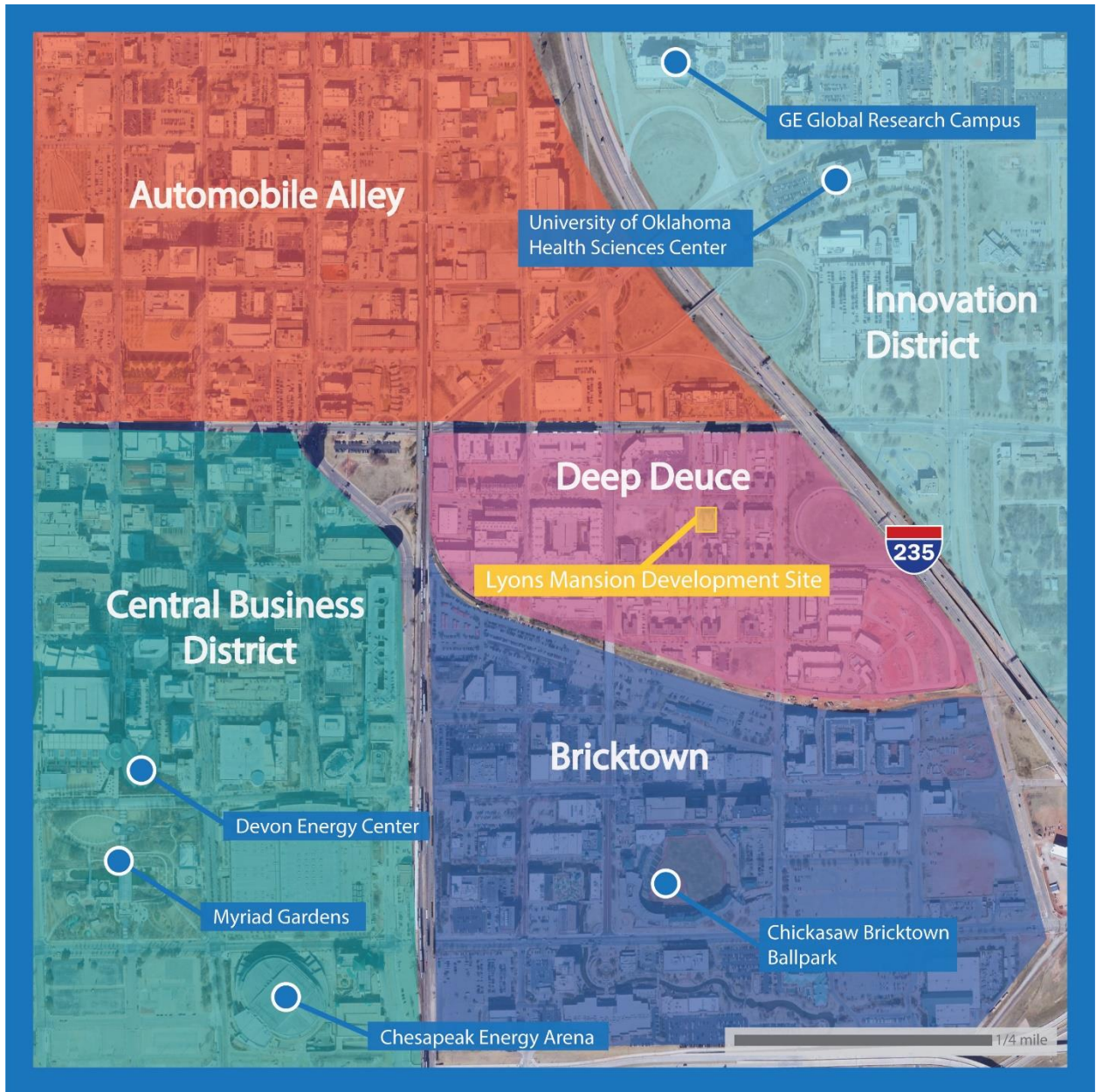


Back – Garage Apartment Side



Back – Opposite of Garage Apartment

Exhibit C Lyons Mansion







300 NE 3rd Street – Mansion



Garage Building



Commercial/Industrial Building



304 Northeast 3rd Street – Bungalow