

# City of Fayetteville

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*"Where Tradition Meets Tomorrow"*

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## **REQUEST FOR PROPOSALS DOWNTOWN MASTER PLAN CITY OF FAYETTEVILLE, TENNESSEE April 8, 2019**

Sealed proposals, subject to the specifications and conditions contained herein and attached hereto, will be received in the Purchasing Coordinator's Office, Fayetteville Municipal Building, until, but no later than **2:00 p.m. CST May 2, 2019**, and then opened for the Downtown Master Plan Consultant.

If you are an individual with a disability and require a reasonable accommodation or have additional questions regarding this invitation, please contact the Human Resources Coordinator, Adriane Gay at (931) 433-6154.

### **Background**

Fayetteville's objective is to engage the professional services of qualified planning consultants to develop a new Downtown Master Plan for Fayetteville. This master plan is intended to be detailed and lasting while still being scalable enough to accomplish over a period of time. The process will conclude in a cohesive document that echoes the goals and desires of the community while helping to direct future decision making as it relates to the orderly growth, revitalization, and sustainable development of the downtown. The Downtown Master Plan will provide a framework for the development of future public policy pertaining to development, redevelopment, infrastructure improvement and expansion, streetscaping, and provision of community services.

Our goal is to create a comprehensive plan for downtown Fayetteville that recognizes its complex nature by addressing major issues and focusing on:

- Create a master streetscape design plan.
- Public Improvement analysis and prioritization checklist.
- Evaluate and recommend improvements for downtown landscaping and greenspace.
- Evaluate the need for additional public facilities downtown.
- Evaluate and recommend best uses for the existing vacant downtown properties.

- Evaluate and recommend best uses for existing publicly owned properties.

### **Scope of Services**

The consulting firm selected for this assignment will work closely with City staff to prepare the Downtown Fayetteville Master Plan. The master plan should examine and include best practices from communities of similar composition with thriving downtowns. While the final scope of services will be developed in conjunction with the firm selected for this project, the following are major work components and elements expected to be provided:

- An analysis of provided and recommendation for needed public facilities.
- An analysis of existing pedestrian amenities and crosswalks and recommendations for improvements.
- An analysis of the City's downtown existing land use.
- An analysis of the City's downtown existing Urban Design elements and recommendations.
- Review of the City's downtown landscape elements and recommendations on improvements.
- An analysis of the impact of future developments on existing parking and the need for additional downtown parking opportunities.
- Work with City staff to create new downtown land use maps and exhibits.
- Evaluate existing and potential partnerships.
- Facilitate public input meetings and focus group sessions throughout the various phases of developing the Downtown Master Plan. Incorporate the findings into the plan document.
- Completion of a development strategy that identifies priority projects with general cost range estimates.
- Attend and participate in meetings scheduled as the plan evolves to provide progress reports and obtain feedback.
- Provide detailed plans for Implementation.

### **Key Requested Components**

- Advise on public/private partnerships to preserve integrity of older buildings.
- Knowledge of historic building codes for older buildings not on registry.
- Ability to build consensus from key stakeholders.
- Ability to create a sidewalk replacement plan.

- Review and recommendations for trees and landscaping.
- Recommendation on way-finding signs in coordination with Branding Initiative.
- Feasibility study for restrooms, visitor's center and parking/parking garage.
- Knowledge of Opportunity Zones and how the City can benefit to attract new opportunities.
- Advise on funding opportunities to implement recommendations.

### **Themes of Study**

- **Commercial uses.** Opportunities to increase the quality, quantity and variety of retail, dining and entertainment options for the year round user while understanding of the personal and professional services, office and housing types found in the downtown zone.
- **Entertainment and Gathering Space.** Opportunities to increase the quantity and variety of year round and midweek programs geared toward residents and visitors with the possible creation of a new venue or outdoor gathering place located in the downtown area and/or connected to Stone Bridge Park. Currently, several community special events take place in the downtown area by closing Market Street. In addition, Stone Bridge Park is used as special event space and will be connected to the downtown area via Phase I of the Fayetteville Greenway. Phase I construction is scheduled to start in summer/fall 2019.
- **Aesthetics/Streetscape.** Opportunities to improve and enhance the wayfinding and the appearance of public spaces along with improving privately owned property while maintaining the areas uniqueness.
- **Mixed Use Development.** Review opportunities and guide the community to create acceptable guidelines for a mixed use development which could include commercial, residential and parking uses. A build out analysis identifying potential development scenarios for downtown, which may include City or privately owned lots will need to be completed.

An important component of all four themes is to improve the balance between resident and visitor. All recommendations should simultaneously accommodate and strike a balance among the varied city residents, visitors, merchants and property owners.

### **Proposal Instructions:**

To be considered, you must submit five copies of your proposal addressing the requested services. Proposals documents shall be returned to:

City Administrator  
Fayetteville Municipal Building  
110 Elk Avenue S  
Fayetteville, TN 37334

Mark outside of envelope with RFP – Downtown Master Plan and the opening date of the proposal, May 2, 2019.

Information is time sensitive and any proposal received after the announced time and date for submittal, whether by mail or otherwise, will be rejected. The time of receipt shall be determined by the City Administrator's Office. Vendors are responsible for ensuring that their proposals are stamped by the City Administrator's Office personnel before the deadline indicated. Late proposals received will be so noted in the proposal file and the proposal will be returned unopened. Faxed or email proposals shall not be accepted.

Nothing herein is intended to exclude any responsible vendor, his product or service or in any way restrain or restrict competition. On the contrary, all responsible vendors are encouraged to bid and their bids are solicited. The City of Fayetteville is compliant and does not discriminate on the basis of race, sex or disability in its services, programs and activities pursuant to the requirements of the Title VI of the Civil Rights Act of 1964 and Sections 503 and 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act (ADA) of 1990.

All costs of preparing and submitting a proposal including any onsite interviews shall be borne solely by the respondent.

### **Timeline for the Proposals**

Release RFP - April 8, 2019

Proposals Due – May 2, 2019

Proposals Evaluations – May 2 through May 6, 2019

Contract awarded by Board of Mayor & Aldermen – May 14, 2019

### **Modifications and Addenda**

The City reserves the right to change proposal submission requirements and to change the due date at any point during the RFP process. Any and all changes will be posted as addenda and accessible through the City's current website. It shall be the sole responsibility of respondents to check this site for any addenda. For addenda, please check [www.fayettevilletn.com](http://www.fayettevilletn.com).

### **Proprietary Information**

All responses to this request shall be considered public record and available to the general public for inspection upon completion of the evaluation process and the recommendation for an award.

If the proposer believes any of the material submitted to be proprietary, the proprietary material shall be specifically identified within the proposal. The City shall not be bound by Proposer's determination regarding proprietary information but should a request for such information marked as proprietary be made, it will notify the Proposer. Proposer shall be responsible for taking appropriate action to defend against disclosure of its confidential information.

### **Proposal Content**

To be considered, firms must submit five (5) copies of their proposal. A letter expressing an interest to be considered for the project must be included and signed by someone authorized to bind the proposer. Proposals must be no more than 10 pages (including the letter). The following criteria will be used to evaluate the proposals:

- a. Firm experience and credentials (10%)
- b. Past experience specific to master plans and streetscape in the past 5 years (25%)

- c. Past experience with the City of Fayetteville (20%)
- d. Qualifications and availability of staff (20%)
- e. References (5%)
- f. Project approach (20%)

### **Selection Process and Procedure**

A selection committee of five to seven members will review all proposals received. Proposals will be individually scored by committee members based upon the selection criteria. All individual scores will be aggregated to determine the proposal receiving the highest score. The committee will collectively discuss the proposals and scores.

The selection process may include an interview session, the cost of which shall be borne exclusively by the proposer. The City will select the respondent that in the sole judgment of the City best satisfies the requirements of the RFP and the expectations of the City and can do so at the best value to the City and its taxpayers. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the City.

The City reserves the right to request additional information from any respondent after submission of proposal including, but not limited to, clarification of submitted materials, and/or interviews or to allow for corrections of misinformation or omitted information.

Prior to the final recommendation for an award, each proposal will remain confidential, to the extent permitted by law, and not made available to anyone except those involved in the selection process.

Upon selection, the final contract amount will be subject to negotiation once an exact scope of services has been defined and all relevant terms agreed upon by both parties. Selection does not guarantee award of the contract. In the event the selected proposer and the City fail to agree to contract terms, the City may choose from remaining respondents or put out another Request for Proposals.

