



Request for Qualifications Town-Wide Comprehensive Master Plan



Town of Elkin
PO Box 857, 226 North Bridge Street
Elkin, NC 28621
336-794-6464, ElkinNC.org
July 9, 2018

Overview

The Town of Elkin is seeking to engage a qualified consulting firm to develop and outline citywide policies, priorities, and implementation strategies in a Comprehensive Master Plan (CMP) that reflects a unified vision for Elkin's growth and redevelopment efforts into the year 2025. The Comprehensive Master Plan is intended to umbrella, and create both new and updated elements to existing plans.

The town is engaged in a Bike and Pedestrian planning grant phase, and some primary plans in place now include: a Land Use Plan, Water Infrastructure & Capital Improvement Plan, Comprehensive Transportation Plan (in conjunction with neighboring Jonesville, NC) and Economic Development Plans.

The Town of Elkin seeks the assistance of a company that can review our existing plans, seek community input where needed to create policies and updated/enhanced ordinances to suit the created redevelopment vision, and layout areas of priorities where existing plans are not in place such as riverfront development, gateway and major intersection designs, brownfield and infill development policies, and downtown streetscape redevelopment.

Background

The Town of Elkin is centrally located within the Yadkin Valley Wine Region in the western corner of the Piedmont, North Carolina. This 'viticulture ambiance' permeates much of the town's marketing, immigration and business attraction efforts, and compliments our redevelopment and industrial investment direction. Elkin was built on the North Carolina legacy industries of textile and furniture, and is now embracing diversification efforts through supporting tourism and outdoor recreation amenities, namely trail development and walkability, as attractors to new business, investment and entrepreneurs. We would like our gateways, streetscapes, planning and ordinances to all fall in line with meeting the visual and planning expectations of a trail town, pedestrian-friendly viticultural area destination, and rural small town.

The population of Elkin is approximately 4,000 and is a population savvy on environmental concerns and who are proud of the quality of schools and lifestyle amenities available to the community, even though we are such a small rural town. Our population would pride itself on progressive sustainable visions.

Vendor Qualifications

The intent of this RFQ is to enable the Town of Elkin to evaluate vendor experience, qualifications and capabilities for developing and implementing a town-wide comprehensive master plan to include the desired focus areas outlined below. We seek to engage a firm that can also provide us with direction on our areas of need based on existing plans and our vision for our future growth.

Scope of Comprehensive Master Plan

The Town of Elkin is seeking to enter into a service agreement with a qualified vendor to research, design, solicit community input and create a town-wide comprehensive master plan

Components of the Plan:

- i. Community character, Vision and Design – to include: design guidelines, landscape areas, implementation of existing wayfinding, materials and physical aesthetic
 1. Including gateways, interchanges, streetscapes
- ii. Economic development (including review and coordination with the plan just completed)
- iii. Land use + Development Design – to include:
 1. Review of existing zoning districts and related ordinances (including signage, setbacks etc) in terms of planning, layout, beautification and desired pedestrian connectivity
 2. Establishment of districts to consider a growth boundary, downtown district overlay review; historic district revitalization and enhancement planning

3. Riverfront development planning and infrastructure needs;
4. Brownfield redevelopment, planning and visioning
5. Policy review including infill / brownfield redevelopment vs greenfield development incentives; growth plan
6. Future land use plan and map
- iv. Public Utilities / Infrastructure review, including water and storm water, and other services; review of existing and improvements where needed
- v. Transportation + Connectivity
 1. Planning connectivity between trails built, trails to be built, and pedestrian corridors, planned and needed to connect schools, amenities and business districts.
- vi. Parks, Trails and Open Space; recreational and special event facility enhancements and natural resource planning and protection
- vii. Incorporation of Economic and Tourism development plans
- viii. Prioritization and Implementation plan

Submittal Requirements

1. Describe and provide items as requested and as they relate to Vendor Qualifications and the CMP scope section.
2. Include examples of, either in hard-copy format or a digital files of other CMP's your firm has completed; *ideally from towns similar in size and layout to our town.*

The deadline for RFQ responses is Friday, July 27, 2018 at 4:00 p.m. EST. Submit a PDF of Qualifications to lschlender@elkinnc.org, and if desired one hard copy to the Town of Elkin, PO Box 857, Elkin NC 28621, Attention: Leslie Schlender.

The Town reserves the right to request follow-up information or clarification from vendors in consideration.

The Town of Elkin reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the Town, will best serve the interests of the Town.

Schedule

The approximate RFQ schedule is summarized below:

- Issuance of RFQ: Monday, July 9, 2018
- **Deadline for Questions: Wednesday, July 18, 2018 at 5pm EST**
- **Vendor submittals due: Friday, July 27, 2018 at 4pm EST** at Elkin Town Hall via a PDF document by email, and if desired also by hard-copy mail or personal delivery
- Vendor interviews and qualification reviews: Between August 6-17, 2018*
- Vendor approval, enter negotiations, execute a professional services agreement: End of August to September, 2018*

** Dates subject to change*

Evaluation Criteria

Responses to this RFQ will help the Town identify the most qualified vendor which best matches our scope of services, as they relate to a small town. The Town will evaluate vendor qualifications, references, overall fit with the Town of Elkin, and following that, a short list of vendors will be created of which we will commence negotiations with our first choice provider, failing a mutually acceptable agreement with that provider, we will commence negotiations with our second choice, and so forth.

Selection Process

The selection process will involve the following phases:

- Phase 1: A Town review team will evaluate submittals. The initial review will determine whether providers can effectively complete the scope of work needed to complete our CMP. Initial review will include discussions on an indicative price proposed by the provider to complete the scope of work outlined for our CMP.
- Phase 2: Interview and presentations by selected applicants.
- Phase 3: Review team will check references given.
- Phase 4: The Town will enter into negotiations leading to a professional services agreement.

Inquiries

Inquiries about this request and submittals can be directed to either:

Brent Cornelison, Town Manager, 336-794-6461, email: bcornelison@elkinnc.org

Leslie Schlender CECD, Economic Development Director, 336-794-6468, email: lschlender@elkinnc.org