



TOWN OF MOORESVILLE

Downtown Streetscape Master Plan

Request for Proposals

Introduction

This entire set of documents constitutes the Request for Proposals (RFP). The proposer should return the proposal with all information necessary to properly analyze the proposer's response in full. Proposer's notes, exceptions, and comments may be rendered as an attachment, provided the same format of this RFP text is followed.

Purpose of Request for Proposal (RFP)

Background and Objectives

The Town of Mooresville (“the Town”) is a growing community of over 50,000 residents, located in the Lake Norman area north of Charlotte, and the largest municipality in Iredell County. The Town has a vibrant, historic downtown area with a mix of retail, office, institutional, and multifamily residential uses.

Ongoing public investments in the downtown area include a full reconstruction of Liberty Park, which will add a band shell, picnic area, playground, and greenway trails, as well as multimodal improvements to Moore Ave, which will enhance the pedestrian realm and narrow travel lanes along the corridor between Academy St and Church St. Private development activity is increasing in the downtown area, led in 2020 by the completion of “Mill One,” a four-story mixed-use building with 90 apartment units and 33,000 square feet of ground-floor retail space. Additional mixed-use projects have been proposed, including a five-story building and parking deck along N Church St between E Center Ave and Moore Ave.

Considering these recent public investments and increasing development activity, the Town is in need of a unified vision for streetscape design in and around the downtown area, to both guide

future public investment, and ensure consistent application of standard streetscape cross-sections through future private development projects. The Town desires to improve the primary downtown corridors into attractive walkable and bikeable places. These places are desired to feature a cohesive design language compatible with the Town's historic core, proposed developments, and immediately adjacent neighborhoods.

Request for Proposal

The Town is requesting proposals from qualified firms to complete a *Downtown Streetscape Master Plan* that will:

- Evaluate the current guiding documents for the downtown area;
- Evaluate the current conditions of the downtown streetscape environment;
- Establish a unified streetscape design vision for the downtown corridors;
- Provide a recommended streetscape cross-section for all corridors within the study area
- Prioritize the corridors well-suited for capital improvement projects (including identification of challenges associated with each corridor, i.e. right of way, utility burial, storm drainage, etc).

The following documents will form the basis for a contract for the awarded consultant:

- This RFP document and any addenda,
- The submitted response,
- All required M/WBE documentation,
- The signed Town's Standard Contract, and
- The final and signed Statement of Work.

Scope of Work

The Town of Mooresville is issuing this RFP to solicit proposals from firms capable of providing a combination of landscape architecture, planning, design, engineering, and related services to complete a Downtown Streetscape Master Plan. Experience in multimodal transportation design is preferred. The selected proposer will work with a Planning Department-led group to complete the project. The scope of this project includes the following:

1. Evaluate current guiding documents and ongoing projects pertaining to the downtown area

Evaluate a series of plans, reports, studies, and regulations as they pertain to downtown future visioning and development, and synthesize a plan that builds upon the existing guidance to develop the cohesive streetscape design vision for downtown.

- a. Guiding documents include the following:
 - i. Downtown Master Plan (2009);
 - ii. OneMooresville Comprehensive Plan (2019);
 - iii. Mooresville Unified Development Ordinance (2022);
 - iv. Mooresville Historic Preservation Standards (2022);
 - v. Downtown Streetscape Design Standards (2022);
 - vi. Downtown Transportation Study (2022);
 - vii. Pedal Mooresville Bike Plan (2022).

- b. Ongoing capital improvement projects include the following:
 - i. Moore Ave Streetscape Project;
 - ii. 100 N Church Parking Deck;
 - iii. Liberty Park Phase II Improvements;
 - iv. W Wilson Ave Capital Improvements.

2. Evaluate the current condition of the downtown streetscape environment

Determine the current streetscape conditions within the downtown area, which will serve as the basis for the vision and prioritization established by the plan. This shall include the following streetscape elements:

- a. Established right-of-way widths;
- b. Existing street infrastructure dimensions along primary downtown corridors (travel lanes, on-street parking, sidewalk, curb/gutter, etc)
- c. Existing streetscape enhancements (i.e. decorative lighting, seating, etc)
- d. Building frontage lines associated with significant structures and/or significant commercial blocks (i.e. Main St, Broad St).

3. Public Engagement

Conduct a series of public engagement efforts to understand the vision, needs, and priorities for the downtown streetscape.

- a. A total of eight public meetings, including the three stakeholder committee meetings, held throughout the process in predominantly in-person formats, to understand the public's vision as a guide for the project, and to collect feedback on the proposed project throughout the process. Interactive online feedback collection methods, including mapping, is strongly preferred.
- b. A total of three individual meetings with key downtown stakeholders from the public and private sector, in order to establish a clear picture on desired changes, review draft recommendations, and review final recommendations.

4. Establish a unified streetscape vision for the downtown corridors

Based upon analysis of guiding documents, public feedback, and existing streetscape conditions, develop the plan to identify a vision for downtown streetscape improvements.

- a. Determine appropriate "build-to" lines for private development that will ensure adequate right-of-way width;
- b. Develop preferred street cross-sections for all downtown corridors, that address the current built environment and constraints, and satisfy future needs (multimodal transportation options, placemaking, and cohesive design are priorities);
- c. Cross-sections should reflect a range of current and planned land use contexts, including single family residential, mixed use, and downtown/urban development patterns, establishing a transition between peripheral neighborhoods and the downtown core.
- d. Identify placemaking opportunities for amenities like public art, parklets, outdoor dining, plazas, and similar enhancements.
- e. Elect furniture and features including benches, trash cans, plant materials, curbing, parking type, and signage.

5. Identify and prioritize the corridors well-suited for capital improvement projects

Develop planning-level cost estimates for the improvement each corridor in the downtown area, including individual components like street/sidewalk, utility relocation and burial, etc. These cost-estimates should be designed to allow Town leadership to assess and prioritize capital projects to implement sections of the plan over time.

Notes:

- Please see Attachment #1 for a preliminary map and boundaries of the area and accompanying list of street segments defined as “downtown” for the purposes of this plan.

Proposal Format

The Town requires that the Proposer’s proposal be submitted in the format outlined in this section. The Town reserves the right to require additional information or materials after the proposals are submitted.

- Keep responses simple and economical, providing a straightforward and concise description of the proposed solution to satisfy the requirements of this request.
- Display the Proposer’s name in a prominent location on all submitted materials.
- Describe all products and services unambiguously and with precision.
- Costs incurred preparing and submitting a response to this request are entirely the Proposer’s responsibility and not chargeable to the Town.
- Project timeline with milestones.
- Cost estimates that list each item from the “Scope of Work” separately (labelled as “Item 1-5.”)
- All responses, documents, terms, and information related to the proposer’s response to this RFP shall be submitted with the response package prior to the submission deadline. No separate schedules, agreements, terms, conditions, etc. shall be recognized or accepted if not submitted with the response to this RFP.

Proposals must include a table of contents listing all sections, figures, and tables. Proposals should be limited to no more than 20 pages in total length. Major sections and appendices should be separated by labeled index tabs; pages must be numbered. Submitted proposals must address the requirements completely and accurately.

Proposer Questions and Inquiries

Proposer Questions and Inquiries relative to this RFP must be submitted in writing only to Erika Martin, Town of Mooresville Planning and Community Development Assistant Director, via e-mail: emartin@mooresvillenc.gov. Any oral responses made by any representative of the Town may not be relied upon. Any supplements or amendments to this RFP will be in writing and furnished to potential proposers.

RFP Response Submission

Proposers must submit Proposals electronically. To reduce printing costs and to facilitate recycling, we request that only electronic proposals in PDF format be submitted prior to the deadline. **Electronic proposals should be submitted by attaching a single file of the required bid forms to an email entitled, “PROPOSAL – Downtown Streetscape Master Plan” and emailed to: emartin@moorevillenc.gov and received no later than 12:00 pm (Noon), February 8, 2023.** Such submission will not be opened until the time for receiving Proposals has come. Please do not wait until the last minute to send your Proposal to avoid any possible delay that may occur during the transmittal of files. A screen print of the email receipt will be used by the Town as verification of the time received. Late proposals will not be considered.

The Town will not be obligated for the expenses of any provider arising out of preparation and/or submittal of responses to this RFP. Any and all proposals to this RFP are to be prepared at the cost and expense of the respondents, with the express understanding that there may be no claims whatsoever for the reimbursement of any costs, damages, or expenses relating to this procurement from the Town or any other party for any reason (including the cancellation of this RFP). Proposals must be made in the official name of the individual, firm, or corporation under which the business is conducted (showing official business address) and must be signed in ink by a person duly authorized to legally bind the business entity submitting the proposal.

All proposals should be complete, carefully worded, and convey all the information requested by the Town. If errors or exceptions are found in the proposal, or if the proposal fails to conform to the requirements of the RFP, the Town will be the sole judge as to whether a proposal meets these requirements.

All data, materials, and documentation shall be available in a clear, concise form. The Town reserves the right to reproduce proposals for internal use in the evaluation process.

Proposers are expressly forbidden from contacting any other Town employee or Town appointed or elected official regarding this RFP. Any such outside contact may result in disqualification from the request for proposal process.

The Town reserves the right to hold proposals open for a period of ninety days (90) days after due date before making awards.

Anticipated Schedule of Events

Activity	Date
RFP Release Date	January 4
RFP Response Submission Date	Noon: February 8, 2023
RFP Internal Evaluation	Feb 8-February 17, 2023
Interviews (As Needed)	February 27-March 3, 2023
Notification of Tentative Selected Proposer	March 6, 2023
Contract Approval Process (Board of Commissioners)	March-April, 2023

Town Contact

Erika Martin
Planning and Community Development Assistant Director
emartin@moorevillenc.gov

Selection Process

Proposals will be evaluated for suitability, quality, and completeness to the Town by an Evaluation Panel. Selection(s) shall be made from all offers deemed to be fully qualified and best suited among those submitting proposals based on the evaluation of criteria in the RFP (detailed below).

The Evaluation Panel may cancel this RFP or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed the most advantageous. The Town reserves the right, as part of the selection process, to request on-site (or virtual) demonstrations and/or presentations. If such demonstrations or presentations take place, proposers will be selected for this process based on scores derived from the scoring matrix, which includes M/WBE participation, local availability, and all other applicable criteria. The scoring of the demonstration or presentation must be based upon the criteria from one or more of the original evaluation factors. After the demonstrations or presentations, each proposer will then be re-graded on the same criteria. The number of proposers chosen to take place in the demonstration/presentation process is subject to administrative discretion. The successful proposer(s) will be selected based on a combination of the proposal evaluation scores and the ability to provide the best overall solution for the success of the project. Scoring criteria will include M/WBE participation, local availability, and all other applicable criteria shown below.

Proposal and Potential Presentation Evaluation Scoring Criteria Below is a description of the evaluation criteria that will be used to evaluate each section of the proposals as well as any potential presentations. To be deemed responsive, it is important for the firm's proposal to contain appropriate detail to demonstrate satisfaction of each criterion and compliance with the performance provisions outlined in this RFP. The proposal and related appendices will be the primary sources of information used in the evaluation process. Proposals must contain information specifically related to the proposed products and services requested in this RFP. Failure of any firm to submit information requested may result in the elimination of the proposal from further evaluation.

The following weighted scale will be utilized by the Evaluation Panel to evaluate and score each proposal

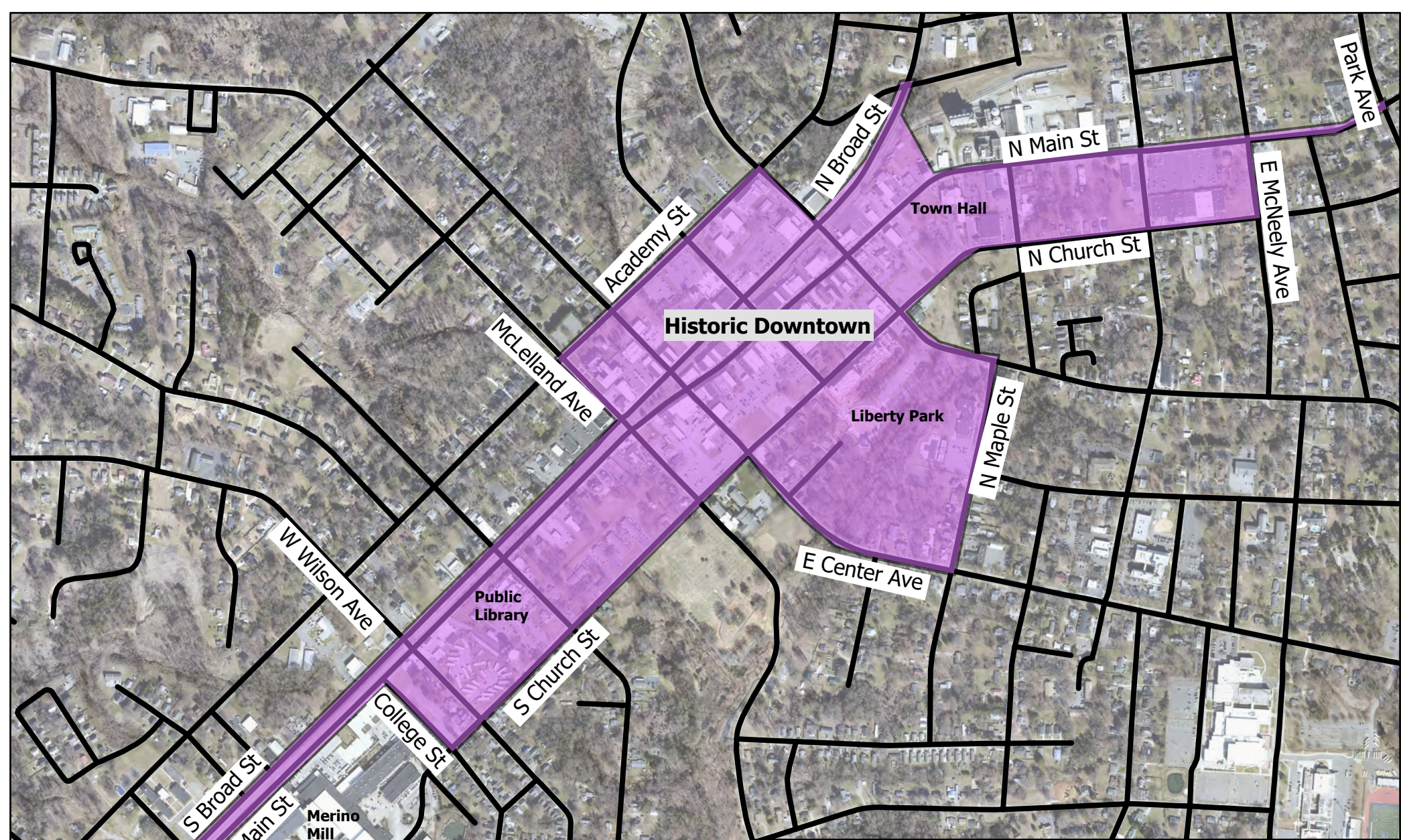
- **M/WBE Commitment:** Proposer's efforts to comply with all the terms and conditions of the North Carolina's Minority and Women Business Enterprise (M/WBE) Program through award of subcontracts to minority and women-owned business enterprises and utilization of minority and women owned business enterprise suppliers to the fullest extent consistent with the efficient performance of this contract. If an entity is certified as a Minority Business by a state other than North Carolina, proof of certification must be submitted with the proposal.

- **Location of Business:** In order for the proposer to receive points allocated for location of business, the proposer shall submit the required documentation to comply with provision A (Mooresville/Iredell County/Mecklenburg County presence) or provision B (North Carolina presence) determined by the physical location of the firm (P.O. Box does not qualify).
- **Methodology/Approach:** How well does the proposal indicate that the vendor has the organizational structure needed to successfully execute this project? How well has the vendor demonstrated a methodology to deliver the project as specified in this RFP and be responsible for the overall project deliverables? How well does the proposed implementation approach meet best practices for a project of this type, size, and environment? Does the proposal articulate a clear understanding of the Town's needs and expectations related to the project? Has the vendor demonstrated an understanding of the services requested by the Town by proposing a methodology and project timeline that will deliver a successful implementation of those services?
- **Experience/Knowledge:** Does the proposal present evidence of successful evaluation, planning, and cost estimation of similar complexity and size? Does the organization demonstrate thorough knowledge of high-quality multi-modal design and its relation to land use? Does the proposal describe an organization that will meet and support the level of service that the Town expects for the duration of the project? Does the proposal demonstrate that the vendor has the specific skills and resources needed to execute the project as specified in the RFP? How well do the references provided describe how the vendor has successfully implemented projects of similar or greater size and complexity? Does the proposed project team have the experience to implement the proposed methodology?

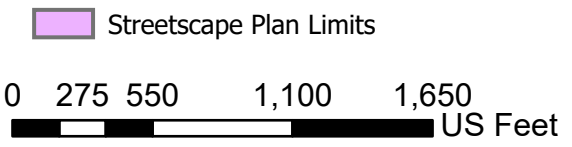
Proposal Evaluation Criteria

The following weighted scale will be utilized by the Evaluation Panel to evaluate and score each Proposal:

Factor	Criteria	Weight
1	M/WBE Commitment	5%
2	Location of Business	10%
3	Methodology/Approach	25%
4	Experience/Knowledge	60%



Downtown Mooresville Streetscape Master Plan Boundaries





Downtown Streetscape Master Plan Extents

Corridor Name	Start	End
Main St	Dingler Ave	Park Ave
Broad St	Doster Ave	Tunnel Rd
Academy St	W McLelland Ave	N Maple St
Church St	College St	E McNeely Ave
N Maple St	E Center Ave	E Iredell Ave
College St	S Main St	S Church St
W Wilson Ave	S Broad St	S Church St
Catawba Ave	S Broad St	S Church St
McLelland Ave	S Academy St	S Church St
Center Ave	S Academy St	N Maple St
Iredell Ave	S Academy St	N Maple St
Statesville Ave	N Main St	N Church St
McNeely Ave	N Main St	N Church St
Liberty St	E Center Ave	Liberty Park