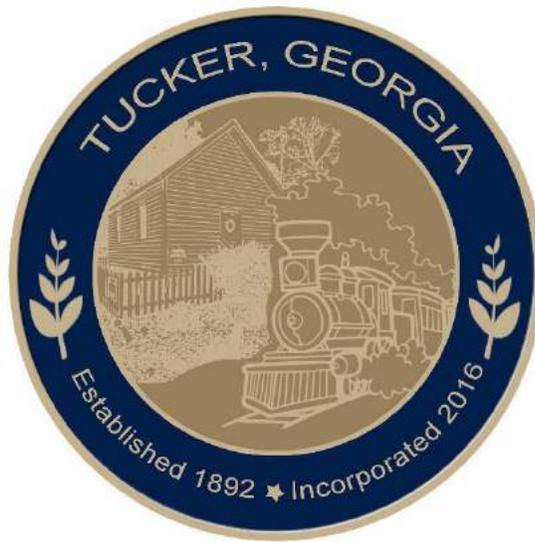


City of Tucker

Request for Proposals

RFP # 2018-012

Sign Ordinance and Overlay Rewrite



City of Tucker Request for Proposals

Invitation

The City of Tucker is now accepting proposals for qualified professional service providers to develop a Sign Ordinance and Overlay Rewrite for the City of Tucker. Proposals will be received until 2:00PM (EST) on June 8, 2018 at the Tucker City Hall Annex located on 4228 1st Ave., Tucker, Georgia 30084. Proposals will be considered from any professional firm with experience and success in developing and preparing a Sign Ordinance and Overlay Rewrite for local government.

SCOPE OF CONSULTANT SERVICES

Refer to Attachment A.

PROPOSED SCHEDULE	
Release RFP	May 2, 2018
Pre-Proposal Conference	May 29, 2018 at 2:00PM (EST)
Deadline for Questions	May 30, 2018
Responses to Questions Posted:	June 1, 2018
RFP Deadline	June 8, 2018 at 2:00PM (EST)
Interviews (if necessary)	Week of June 25, 2018
Award at Council Meeting	July 9, 2018
Notice to Proceed	Mid-July 2018

Any questions should be submitted in writing to procurement@tuckerga.gov, reference RFP #2018-012

PRE-PROPOSAL CONFERENCE MEETING:

The City will hold a non-mandatory pre-bid meeting on May 29, 2018 at 2:00PM (EST) at:

**City Hall Annex
4228 1st Avenue
Tucker, GA 30084**

Pre-Proposal Conference Call Attendee Procedure:

Call in Number: 470-273-3101

Conference Number: 190

Attendee Password: 2016

SUBMITTAL REQUIREMENTS:

Submit your **RFP Response**, two (2) hard copies (one original, one copy), six (6) electronic copies each on a USB drive and original copy of Disclosure form. **Cost Proposal** is to be provided in one (1) hard copy with one (1) electronic copy in a separate sealed envelope labeled "Pricing" on the outside.

**Tucker City Hall Annex
c/o Procurement
4228 1st Avenue
Tucker, GA 30084
(678) 597-9040**

Your response must be received by the date and time specified. On the outside of the sealed package containing the original, flash drives and sealed pricing envelope, write

**RFP #2018-012
Attn: Procurement
Vendor Name:
Vendor Contact information:**

EVALUATION AND SELECTION CRITERIA

The city will review all proposals submitted. The city, in its discretion, may award the Contract to the responsible and responsive proposer submitting the proposal which is deemed to be the most advantageous to the city, price and other factors being considered. The following at the evaluation criteria the city will consider in determining which proposal is most advantageous to the city:

1. Project Understanding and Approach – 50 points
Successful proposers will demonstrate an understanding of the magnitude of the task, the constraints, and the desired outcomes for the project.
2. Similar Experience – 20 points
Successful proposers will have experience completing similar projects which should be demonstrated by providing case studies (of no more than two pages a piece) describing three projects that best match the scope and desired outcomes for this project. Each case studies should highlight any similarities to the proposed Tucker project. For each case study, a reference and contact information should be provided. The city may request samples of the comparative works during the proposal review process.
3. Project Personnel – 30 points
Successful proposers will provide information on personnel to be assigned to this project. Personnel should have experience from similar projects and/or in fields necessary to complete the proposed scope of work.

After reviewing the proposals, the city may, at its discretion, invite to interview and demonstrate performance (at proposer's expense at the city's site) one or more of the

proposers whose proposal appears to best meet the city's needs. Interview will be conducted the week of June 25th, if needed.

ATTACHMENT A

BACKGROUND

The City of Tucker Sign Ordinance was adopted from DeKalb County, but unlike their zoning ordinance, has not been updated. The ordinance is very minimal in terms of detail, has contradictions throughout, and is very outdated. We want to rewrite the sign code so that it is not only business friendly, but also works to improve the visual appearance of our corridors. The three overlay districts include signage regulations in both the overlay code and the overlay design guidelines, yet some elements are still tied to the actual sign code. These regulations need to be streamlined.

The City of Tucker has three overlay districts, which were started by the citizens and business owners of Tucker. They have a great base, but after implementing them over the last two years, we've discovered that there are a lot of contradictions and missing pieces to all three of them. We want to build on what Tucker started and expand these overlays so that they truly reflect the vision of Tucker. We also want to make them easier for staff and the public to use and interpret. At times, up to three codes have to be used to make one simple interpretation. This creates the potential to miss an important component of our overlays.

- The **Downtown Tucker Compatible Use Overlay District** which is primarily located east of Brockett Road, south of Lavista Road, and northwest of Lawrenceville Highway. This overlay was based upon the urban design and development guidelines included in the downtown Tucker livable centers initiative (LCI) plan. The purpose and intent of this overlay includes: to promote the development of a more dynamic, mixed-use district of appropriate scale and magnitude; to ensure new development is consistent with the vision and recommendations of the LCI plan; to create inviting, walkable, human-scale environment; to provide connectivity of streets and reduce the dependence on automobile use; and to ensure a proportional relationship of spacing, mass, scale and street frontage. This overlay features three distinct areas: the neighborhood zone, the corridor zone, and the village zone.
- The **Northlake Overlay District** is centered around Interstate 285 and was created to encourage development/redevelopment to achieve a mixed-use community; to create a pedestrian oriented community in which people can live, work, and play; to improve the visual appearance and increase property values; to ensure a stable and healthy tax base; and to promote uniform and visually aesthetic architecture which will unify the distinctive visual quality of the district. This overlay is made of three areas: tier 1, tier 2, and tier 3.
- The **Mountain Industrial Boulevard Overlay District** is located along the Mountain Industrial Boulevard corridor. It is the largest overlay in terms of size, but the smallest in terms of regulations. The purpose and intent of this overlay is to preserve and enhance the long-term economic viability of the corridor by encouraging investment that increases the tax base and provides employment opportunities; to improve the visual appearance and increase property values; to encourage innovative development; and to provide uniform and visually aesthetic architectural features

Project Objectives (include but are not limited to)

- Build on the goals of the Tucker Tomorrow Comprehensive Plan
- Make regulations more user friendly and easier to interpret
- Create specific illustrations and detailed drawings, where appropriate
- Stakeholder participation and support
- Establish signage as a design element that can contribute to a sense of place/creates gateways
- Encourage more pedestrian oriented signage
- Reduce the prominence of signage while balancing commercial and aesthetic interests
- Provide a more consistent pattern and appearance for signs and street graphics
- Create a temporary sign program to assist small businesses/special events
- Determine the appropriate development pattern for the area
- Identify redevelopment opportunities
- When applicable, streamline regulations
- Improve the connection to the historic past in the Downtown Tucker Overlay and propose standards that are sensitive to the existing resources
- Expand the Mountain Industrial Overlay
- Study and propose, if appropriate, alternatives to traditional overlays
- Identify ways to incorporate more open space/preservation of our tree canopy
- Review the current overlay boundaries to evaluate if changes are needed
- Streamline the design review process

Public Engagement/Meetings

Public engagement will be a crucial part of this process! The City of Tucker expects meetings with a stakeholder committee made up of community residents, professionals and business owners to assist with the project. We also expect several community meetings to help educate the public and gain feedback about the project. The consultant will also need to attend and present at all public hearings required for adoption, which includes 4 public meetings/hearings (Community Council, Planning Commission, 2 reads before City Council). We also expect 1-2 work sessions with City Council to update them on your progress/findings throughout the course of the project.

Please develop a Public Participation Plan (PPP) which outlines how you propose to achieve this component of the project.

Deliverables

- Creation and adoption of a new sign code and updated regulations for our three overlays, including illustrations and maps.
- Provide the final ordinances and/or maps in digital format including any final edits.

CITY OF TUCKER DISCLOSURE FORM: RFP# _____

BIDDERS MUST RETURN THIS FORM WHICH WILL BE ADDED TO SUBMITTED PROPOSAL

This form is for disclosure of campaign contributions and family member relations with City of Tucker officials/employees.

Please complete this form and return as part of your bid package when it is submitted.

Name of Bidder _____

Name and the official position of the Tucker Official to whom the campaign contribution was made. (Please use a separate form for each official to whom a contribution has been made in the past two (2) years.)

List the dollar amount/value and description of each campaign contribution made over the past two (2) years by the Applicant/Opponent to the named Tucker Official.

Amount/Value

Description

_____	_____
_____	_____
_____	_____

Please list any family member that is currently (or has been employed within the last 9 months) by the City of Tucker and your relation:

Please complete and email to: procurement@tuckerga.gov