

# City of Tucker

Request for Proposals  
RFP 2018 - 020

Downtown Master Plan



# City of Tucker Request for Proposals

## INVITATION

The City of Tucker and the Tucker-Northlake Community Improvement District (TNID) are now accepting proposals for professional service providers to develop a Downtown Master Plan within the Downtown Tucker Compatible Use Overlay District. **Proposals will be received until 2:00 PM (EST) on August 24, 2018**, at the Tucker City Hall Annex located at 4228 First Ave., Suite 1, Tucker, Georgia 30084. Proposals will be considered from any professional firm with experience and success in preparing a Downtown Master Plan for local government or community improvement district.

## SCOPE OF CONSULTANT SERVICES

Refer to Exhibit A.

| <b>PROPOSED SCHEDULE</b>       |                                    |
|--------------------------------|------------------------------------|
| Release RFP:                   | Wednesday, July 11                 |
| Pre-Proposal Conference        | Tuesday, August 14 <sup>th</sup>   |
| Deadline for Questions         | Wednesday, August 15 <sup>th</sup> |
| Responses to Questions Posted: | Friday, August 17 <sup>th</sup>    |
| RFP Deadline:                  | Friday, August 24 <sup>th</sup>    |
| Interviews (if necessary):     | Week of Sept. 10 <sup>th</sup>     |
| Award at Council Meeting:      | Monday, September 24               |
| Notice to Proceed:             | Late September                     |

Any questions should be submitted in writing to [procurement@tuckerga.gov](mailto:procurement@tuckerga.gov), reference RFP #2018-020

## **PRE-PROPOSAL CONFERENCE MEETING:**

The City will hold a non-mandatory pre-bid meeting on August 14, 2018, at 2:00 PM (EST) at:

**City Hall Annex  
4228 First Avenue  
Tucker, GA 30084**

## **Pre-Proposal Conference Call Attendee Procedure:**

**Call in Number:** (470) 273- 3101

**Conference Number:** 190

**Attendee Password:** 2016

## **PROPOSAL IS PUBLIC RECORD**

## **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 #2018-020  
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 is the evaluation criteria the city will consider in determining which proposal is most advantageous to the city:

1. *Project Understanding and Approach – 45 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 – 25 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. The project manager will be specifically called out, as well as their availability for this project.
4. *Pricing – 10 points*  
Successful proposers will provide their most competitive estimate.



## EXHIBIT A

### BACKGROUND

Tucker's recent completion of *Tucker Tomorrow*, its comprehensive plan, brought forth a list of recommendations and policies to be implemented in the future. 'Enhancing Downtown Tucker' is one of the five major themes within the comprehensive plan. A Downtown Master Plan for Tucker will be an asset for the community, property owners, Mayor & City Council, Tucker-Northlake Community Improvement District (TNCID) Board of Directors, and the Downtown Development Authority, ensuring a cohesive vision and development of one of the City's most unique areas. The plan will be a roadmap for how to develop Downtown in an interconnected manner that the development community can use to help make Tucker's vision a reality. This study is jointly funded by the City of Tucker and the TNCID. As a jointly funded project, the direction and focus will come from both the City and the TNCID's goals and mission for the Downtown.

Downtown Tucker, and Main Street, in particular convey a connected and welcoming small-town feeling. The businesses and restaurants currently offered, along with the two-story buildings lend themselves to safety and openness. While referencing its historic roots and present-day spirit of community, Tucker is looking to encourage responsible mixed-use development for greater access to Downtown by all ages. The redevelopment of existing parcels, as well as identifying feasible property for civic spaces, should be a priority of this project.

For the purpose of this Master Plan, Downtown Tucker will be defined as the boundary of the Downtown Tucker Compatible Use Overlay District. The Downtown Tucker Compatible Use Overlay District is located (approximately) between Brockett Road and Lawrenceville Hwy to the east and west and between Lavista Road and Lawrenceville Highway to the north and south. This overlay is made up of three areas: Neighborhood Zone, Corridor Zone, Village Zone.

While this district is currently defined as stated above, these boundaries and regulations may be changed upon completion of the City of Tucker's Sign Ordinance and Overlay Rewrite (RFP #2018-012) in 2019. It will be the responsibility of the awardee of RFP #2018-020 to coordinate and communicate with the firm completing the Overlay Rewrite to ensure the Downtown boundaries are uniform and the documents are cohesive.

This Downtown Master Plan, a visioning document with a lifespan of 20 years, will serve as a guide for present and future city officials, property owners, and the TNCID to ensure responsible and organized growth.

## **PROJECT OBJECTIVES (include but are not limited to)**

- Build on the goals of the *Tucker Tomorrow* Comprehensive Plan
- Create specific illustrations and detailed drawings, where appropriate
- Encourage stakeholder participation; gather and integrate feedback into the final document
- Identify redevelopment opportunities (specific parcels); show potential build-out under current zoning and code, including complete streetscapes
- Show connectivity and design potential in Downtown Tucker's existing (and underutilized) alleyways including the use of outdoor seating, public art, and lighting
- Identify potential locations and designs for civic spaces; parks, green space, amphitheater, plazas
- Explore options for 'Downtown Gateways' including potential locations and basic design
- Determine the feasibility of creative branding for Tucker's Downtown
- Consult with other firms completing City of Tucker reports and plans simultaneously – Trail Master Plan, Transportation Master Plan, Sign Ordinance and Overlay Rewrite, and Historic Resource Report – to ensure cohesive documents

## **RESOURCES**

City of Tucker Comprehensive Plan, *Tucker Tomorrow* (2018)

Downtown Tucker Parking Revitalization (2017)

Tucker Downtown Historic District Propose Design Guidelines (2017)

Tucker-Northlake Community Improvement District Master Plan Study (2015)

Tucker Livable Centers Initiative Study and Action Plan (2010)

Downtown Tucker Compatible Use Overlay District, including any revisions from RFP #2018-012

## **PUBLIC ENGAGEMENT/MEETINGS**

Because the Downtown Master Plan is jointly funded, public engagement will be a crucial part of this process. The City of Tucker and the TNCID expect the consultant to hold up to two meetings open to city residents, as well as several meetings with all stakeholders, including local property owners, professionals, business owners, staff, and Tucker's Downtown Development Authority. These meetings will help educate participants and gain feedback on the Downtown Master Plan. The consultant will also need to attend and present at all public meetings related to the Downtown Master Plan (up to two) and selected TNCID Board meetings (up to three). Please develop a comprehensive Public Participation Plan (PPP) that outlines how you propose to achieve a focused public involvement process that furthers the goals of the project.

## **DELIVERABLES**

- Provide a bound document that includes 3D renderings of potential development. This shall be provided in a digital format as well as 50 hard copies.

**CITY OF TUCKER DISCLOSURE FORM: RFP# 2018 - 020**

**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](mailto:procurement@tuckerga.gov)**