



Downtown Development Authority
City of Stone Mountain, Georgia
875 Main Street
Stone Mountain, GA 30083

Downtown Master Plan Request for Qualifications

I. INTRODUCTION

The City of Stone Mountain Downtown Development Authority is soliciting statements of qualifications from individuals and firms interested in providing professional consulting services for the development of the **2020 City of Stone Mountain Downtown Development District Master Plan (Bid Number: 2019-2)**. The City of Stone Mountain Downtown Development Authority is releasing this Request for Qualifications to identify potential consultants. Respondents determined by the City of Stone Mountain Downtown Development Authority to be especially qualified may be invited to interview and offer proposals for these services. All respondents to this Request for Qualifications are subject to instructions communicated in this document and are cautioned to completely review the entire Request for Qualifications and follow instructions carefully. The City of Stone Mountain Downtown Development Authority reserves the right to reject any or all Statements of Qualifications.

II. FOCUS AREA BACKGROUND

The City of Stone Mountain, Georgia was founded in 1839 and is located in DeKalb County on the west side of Georgia's Stone Mountain Park sixteen miles from downtown Atlanta. Stone Mountain is 1.7 square miles and has an estimated 2017 population of just over 6,000.

On September 18, 2006 the Downtown Development Authority of the City of Stone Mountain was created. The Downtown Development Authority governing body is made up of seven (7) board members appointed by the Mayor and City Council. The mission of the Downtown Development Authority is to promote the development/ redevelopment and economic viability of the downtown area.

In January 2019, the City of Stone Mountain Downtown Development Authority and the Main Street Program Board held its annual strategic planning retreat. During this retreat, creating a Downtown Master Plan was designated as the top priority.

The **2020 City of Stone Mountain Downtown Development District Master Plan Bid Number: 2019-2**) will focus on the downtown district growth, cohesion and appearance. The master plan will also serve as an opportunity to engage community members and partner



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organizations in fulfilling the vision for the City of Stone Mountain Downtown Development District.

III. SCOPE OF WORK

Included but are not limited to:

- Create 3D rendering of the designated Downtown Stone Mountain Development District that displays potential development under the current zoning codes
- Downtown SWOT Analysis
 - Downtown strengths
 - Downtown weaknesses
 - Opportunities leading to success
 - Threats that could prohibit success
- Current state of downtown infrastructure
 - Water
 - Sewer
 - Parking supply and parking demand
 - Internet / Broadband access
 - Streets / Traffic / Sidewalks
 - Public Transportation
 - Number / Sector / Size of downtown businesses
 - Identification / timing / average draw for regularly occurring downtown events
- Discussion of “Distress” in downtown
 - History of downtown
 - When decline / distress began
 - Why decline / distress began (triggers)
 - Map outlining vacant parcels, blight and historic structures (50 years or older)
- Goals to achieve downtown revitalization outcomes
 - What the downtown desires to achieve over the lifespan of the downtown plan
 - Regulations, policies and / or procedures that are obstacles to downtown success



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- **Target Industries / Desired Businesses in downtown**
 - Why would these businesses be successful?
 - Strategies for attracting these businesses to downtown
 - Strategies for attracting investment to downtown
 - Leakage Report / Market Analysis / Feasibility Study
- **Market and Implementation Analysis**
 - Define primary and secondary markets
 - Real estate analysis (development trends, inventory analysis, demand forecast)
 - Demographic analysis (inventory and forecast)
 - Redevelopment implementation strategy (identify sites, assessment of redevelopment tools)
- **Redevelopment Opportunities**
 - Identify specific parcels
 - Inventory of available property
 - Potential build out under current zoning and code
 - Current zoning and allowable uses
 - Current / proposed commercial and residential development
 - Current / proposed electric, natural gas, water, sewer and telecommunication availability and capacity
 - Include complete streetscapes
- **Marketing Analysis**
 - Marketing SWOT analysis
 - Determine feasibility of creative branding for downtown
 - Propose marketing strategies
- **Public Engagement Meetings**
 - Hold up to two (2) meetings open to city residents, as well as several meetings with stakeholders, including but not limited to property owners, professionals, business owners, staff and Stone Mountain's Downtown Development Authority
 - 2-3 hour Visioning Workshop at which stakeholders and the City of Stone Mountain Downtown Development Authority can work to develop a cohesive vision for the Downtown Master Plan



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- The consultant will be required to attend and present at all public meetings related to the Downtown Master Plan

IV. SUBMISSION OF STATEMENT OF QUALIFICATIONS

Individuals and firms seeking consideration must submit a statement of qualifications pursuant to the instructions and specifications listed below. Statements of qualification shall be prepared and submitted electronically as a single PDF file with a standard 8.5" x 11" page size and a maximum overall length of fifty (50) sequentially numbered pages, including any title pages, photo pages, or other pages with limited content. Statements of Qualifications must be responsive to all requested information, and be further organized and enumerated as outlined below:

A. Cover Letter

Provide a cover letter signed by firm principal which certifies the accuracy of the information submitted within the Statement of Qualifications.

B. Description and Resources of Individual / Firm

- B1.** Basic individual or firm information, including company name, address, primary contact, telephone number, email address, and company website (if available). If the individual or firm has multiple offices, the qualification statement shall include information about the parent company and branch office(s) separately and identify the office from which the project will be managed. Provide form of ownership, including state of residency or incorporation.
- B2.** Has the individual or firm been involved in any litigation in the past five (5) years? Describe your experience with litigation with past clients. List any active or pending litigation and explain.
- B3.** Has the individual or firm ever been removed from a consultant services contract or failed to complete a contract as assigned? (if yes, please describe).



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- B4.** Briefly describe the history and growth of the individual or firm, including number of years in business.
- B5.** Describe the individual or firm's master planning / compressive planning services and provide general information about the individual or firm's personnel resources.
- B6.** Include the name and address of at least three (3) references including contact names for which the individual or firm has performed the same or similar services within the last two (2) to five (5) years.
- B7.** Include the names and qualifications (CEcD, GCED, AIA, AICP, ASLA, PE, etc.) of individuals employed by the individual or firm who will participate in the development of the plan and their individual responsibilities.
- B8.** Describe the individual or firm's approach to subconsultant teaming. Identify potential subconsultant individuals or firms. Indicate their roles on the master planning team and describe their past collaborations with the individual or firm.

C. Experience and Qualifications

- C1.** Provide information on the individual or firm's experience on projects of similar type, size, function, and complexity. Describe no more than five (5) and no fewer than two (2) projects, which demonstrate the individual or firm's capabilities to perform the project. For each project, the following information should be provided:
 - Project name
 - Client name
 - Project location
 - Project timeframe (including beginning and ending months and years)
 - Brief project description
 - Representative graphic deliverables
 - The individual or firm's role as prime consultant or subconsultant
 - Project fee and (if applicable) your firm's share of the fee



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- Services performed by the individual or firm
- Primary project personnel and their roles
- Client's current contact information for a potential reference

D. Statement of Suitability

- D1.** Provide any information that may serve to differentiate the individual or firm from others in terms of suitability and unique qualifications for the project. Describe any services offered by the individual or firm that may be particularly suitable for this project.
- D2.** Describe the individual or firm's approach to planning for historic downtown areas.
- D3.** Provide M/WBE status, and any non-discrimination and affirmative action policies of the individual or firm.

E. Evaluation Criteria

A selection of finalists will be made by a Selection Committee consisting of the Stone Mountain Downtown Development Authority, The Stone Mountain Downtown Development Authority Director and the City of Stone Mountain City Manager. The Selection Committee will thoroughly evaluate each response to this Request for Qualifications. Qualifications will be evaluated on the following:

Maximum Points	Evaluation Factor
35%	Description and Resources of Individual / Firm
50%	Experience and Qualifications
15%	Statement of Suitability
100% Total	



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F. Submission Instructions

Statements of Qualification are due by **May 31, 2019, 5:00 pm EDT**. Individuals and firms have the option of submitting their Statement of Qualifications via e-mail in a PDF format, hand delivery or mailing a hard copy of their Statement of Qualifications. **Mailed Statements of Qualifications must be post marked on or before May 31, 2019.** Individuals and firms will not be penalized or rewarded if they select to submit their Statement of Qualifications via e-mail or hand delivery.

- F1.** If you select to e-mail your Statement of Qualifications, e-mail Alan C. Peterson, II and copy the Downtown Development Authority. E-mailed Statement of Qualifications should be in PDF format. The subject line of the e-mail should read the name of the individual or firm followed by "Statement of Qualifications Downtown Master Plan 2020 City of Stone Mountain Downtown Development District Master Plan (Bid Number: 2019-2)"

E-mail subject line example: XYZ Company Statement of Qualifications 2020 City of Stone Mountain Downtown Development District Master Plan (Bid Number: 2019-2)

Alan C. Peterson, II
apeterson@cityofstonemountain.org

City of Stone Mountain Downtown Development Authority
dda@stonemountaincity.org



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- F2.** If you elect to hand deliver or mail a hard copy of your Statement of Qualifications, please mail or drop off your Statement of Qualifications to Alan C. Peterson, II at:

Alan C. Peterson, II
Downtown Development Director
Downtown Development Authority
City of Stone Mountain, Georgia
922 Main Street
Stone Mountain, GA 30083

If you have any questions or concerns, please contact Alan C. Peterson, II at:

Alan C. Peterson, II
Downtown Development Director
Downtown Development Authority
City of Stone Mountain, Georgia
922 Main Street
Stone Mountain, GA 30083
(770) 498-8984 ext. 137
apeterson@cityofstonemountain.org

Mailed Statements of Qualifications must be post marked on or before May 31, 2019. E-mailed submissions received after **May 31, 2019, 5:00 pm EDT** will not be considered.



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V. INDIVIDUAL / FIRM SELECTION SCHEDULE

Advertisement of Request for Qualifications	May 2, 2019
Deadline for written questions	May 15, 2019
Deadline for Submission of Qualifications	May 31, 2019 5:00 pm EDT
Release of Request for Proposals to shortlist of individuals / firms	June 15, 2019
Deadline for Submission of Proposals	June 30, 2019 5:00 pm EDT
Consultant Individual / Firm Interviews	July 15, 2019
Project Engagement	August 2019
Project Completion	February 2020



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VI. ESTIMATED PROJECT FEE

Shortlisted individuals / firms will be required to submit a detailed fee proposal in the Submission of Proposal phase.

VII. ADDITIONAL TERMS AND CONDITIONS

It is the sole responsibility of the applicant to assure delivery to the noted locations by the specified deadlines. The City of Stone Mountain Downtown Development Authority can not accept responsibility for incorrect delivery, regardless of the reason.

It is the responsibility of the applicant to examine the instructions in their entirety, seek clarification in writing, and review their qualifications for accuracy before submitting their Statement of Qualification. Once the deadline has passed, all submissions will be final.

This Request for Qualifications is not an offer to contract or a solicitation of bids. This request and any statement of qualifications submitted in response, regardless of whether the qualifications are determined to be the best qualifications, is not binding upon the City of Stone Mountain Downtown Development Authority and does not obligate the City of Stone Mountain Downtown Development Authority to procure or contract for any services. Neither the City of Stone Mountain Downtown Development Authority or any party submitting a response will be bound unless and until a written contract mutually accepted by both parties is negotiated between those parties.