



REQUEST FOR QUALIFICATIONS
DEVELOPMENT OF DOWNTOWN GENERATIONAL PLAN
TOWN OF FUQUAY-VARINA, NORTH CAROLINA

1. INTRODUCTION

The Town of Fuquay-Varina (“Town”) seeks a qualified, multi-disciplinary, and dynamic consulting firm to develop a comprehensive downtown generational plan that will guide and support downtown revitalization and redevelopment efforts for the next several decades.

This downtown generational plan is intended to be a blueprint for additional investment in downtown development specific to housing, commercial/retail development, cultural arts, landscaping, and recreation amenities. The plan should recommend changes to the built environment that should be made over the course of the next several decades while considering current demographic profiles, economic conditions, and community goals. In addition, the plan should examine local, national, and international downtown development trends that will impact development patterns throughout downtown Fuquay-Varina.

2. PROJECT BACKGROUND

Located in southern Wake County, Fuquay-Varina has a population of approximately 35,000 residents (18.9 sq. mi.) and over 61,000 within the larger Town Planning area, including the Extra-territorial Jurisdiction and Urban Service Area (covering an additional 49.6 sq. mi).

Fuquay-Varina’s downtown has two unique districts, the Fuquay and Varina Districts. The downtown is designated a North Carolina Main Street Community and affiliated with Main Street America and the North Carolina Main Street and Rural Planning Center. The Town and its downtown stakeholder partner, the Fuquay-Varina Downtown Association, work together to encourage redevelopment opportunities with several exciting and transformational projects already underway. Within the past two years, there has been more than \$26 million in public and private investment throughout downtown, with more than \$92 million since joining the Main Street program in 2006. Since the 1980s, Fuquay-Varina’s community and public sector leaders have diligently worked to revitalize the downtown through strategic public-private partnerships. This established history of planning and collaborative spirit has transitioned downtown into a vibrant model for redevelopment. This success has resulted in new growth challenges as well as opportunities.

The new downtown generational plan will dive deeply into the past, present, and future market and fiscal realities. The plan will answer questions for the community, strategically outline



opportunities, preserve what makes downtown special, and move downtown forward for the next several decades.

3. RELEVANT FUQUAY-VARINA STUDIES AND PLANS:

- [Comprehensive Community Profile](#)
- [Commercial, Retail, Hotel, and Market Feasibility Study](#) (anticipated completion date October 2022)
- [2040 Community Vision Land Use Plan](#)
- [2022 Community Pedestrian Plan Update](#)
- [Downtown Parking Study 2017](#)
- [2035 Community Transportation Plan](#)
- [2020 Comprehensive Systemwide Parks, Recreation & Cultural Resources Master Plan](#)
- [Town of Fuquay-Varina Economic Development Strategy 2015-2025](#)

4. PROJECT PURPOSE AND GOALS

The Town requests proposals from qualified consultants to provide the necessary planning and consulting services to complete the development of a downtown generational master plan meeting the criteria, goals, and objectives depicted herein. The following recommendations must be part of the masterplan:

1. The plan is expected to serve as a blueprint for downtown planning efforts that can advance the downtown's economic and physical success over the next several decades.
2. The Town desires to attract and retain businesses, residents, and visitors downtown while ensuring that the uniqueness and authenticity of Downtown Fuquay-Varina are maintained.
3. The Town of Fuquay-Varina desires to understand the right blend of new development, redevelopment, rehabilitation, and infill development opportunities.
4. Downtown Fuquay-Varina's new master plan will reveal a unified downtown vision. It will include a comprehensive strategic implementation strategy to ensure the continued development and redevelopment of Fuquay-Varina, as well as good quality, mixed-use design with a balance in each block. The master plan will be a frequently referenced document by the community and serve as a policy guide in decision-making for local government officials. In addition, the plan will make recommendations to update the Town's Land Development Ordinance to support the new strategic master plan.
5. The planning process will build consensus among engaged stakeholders, including property owners, residents, businesses, developers, and elected officials.

6. The plan will identify downtown historical significance and recommend empowering historic preservation in conjunction with new, modern forms of downtown infill development projects.
7. The plan will focus on key initiatives to assist the Town in making a strategic public investment in infrastructure while leveraging new, private sector investment that creates robust mixed-use and infill development opportunities.

5. SCOPE OF WORK TO BE PERFORMED BY THE CONSULTANT

The selected consultant will examine issues and make recommendations on the following topics:

a) **Physical Environment**

- i. Determine the appropriate density for downtown. Evaluate the downtown zoning districts (DC-1 & DC-2) and downtown boundary for expansion opportunities.
- ii. Examine pedestrian connectivity downtown and how better connections can be made across streets.
- iii. Analyze existing infrastructure, including utilities, stormwater, sewer, sanitation, and roads.
- iv. Analyze public areas and open green spaces and make recommendations for future locations.
- v. Analyze the adequacy of parking and make recommendations for future parking to support the development and the economics of whether the Town should remain in the public parking business long-term.
- vi. Assess downtown landscape and hardscape to determine areas for improvements in beautification and greenspace.

b) **Market Analysis**

- i. Evaluate the strengths, weaknesses, opportunities, and threats of downtown.
- ii. Perform analysis and present a proposal for the appropriate and sustainable mix of office, retail, residential, hospitality, events, and other uses suitable for development opportunities.
- iii. Determine the appropriate mix of local and national retailers and identify strategies to ensure local retailers remain downtown.
- iv. Identify market gaps.
- v. Make recommendations for how downtown can continue to prosper while retaining what makes downtown special.

c) Financial

- i. Public/Private Partnerships are the cornerstone of Fuquay-Varina’s downtown development. Therefore, the new strategic master plan should recommend new ideas and programs to help the Town prioritize investments and what is needed to leverage desirable private investment.

d) Design

- i. Provide conceptual design and essential public infrastructure for key development & redevelopment sites.
- ii. Examine Town’s existing downtown wayfinding signage and make recommendations for improvements.
- iii. Assess downtown’s current landscape and hardscape to determine improvement opportunities.

e) Implementation Strategy

- i. Identify specific action items and timing for all recommendations for a phased implementation plan.
- ii. Provide a master plan in various formats for public distribution and marketing of the plan. Materials produced as part of the strategic master plan project shall be the property of the Town of Fuquay-Varina (e.g., GIS layers, web-optimized PDFs, high-resolution PDFs, marketing summary brochure)

f) Public Engagement

- i. The selected consultant will coordinate with the Town to identify key stakeholders and develop a Stakeholder Committee at the beginning of the project.
- ii. The consultant will coordinate with public sector officials/agencies and private sector stakeholders to grasp the history and understanding of the planning studies and past initiatives associated with downtown redevelopment.
- iii. Establish a meeting schedule for hosting frequent information updates and public outreach for internal and external stakeholders.
- iv. Use creative strategies for public engagement and developing public outreach materials using social media, the Let’s Talk FV web application, and participation in downtown events.

Reporting

Final Report – Compile all findings and recommendations into a clear, concise, written report. Present the key findings and recommendations to staff and Governing Board.

6. PROJECT SCHEDULE & TIMELINE

Date	Action
August 15, 2022	Issue Request for Qualifications
September 22, 2022	Deadline to Submit RFQ Response (4:00 PM EST)
September 26 – 30, 2022	Review RFQ Responses
October 3 - 7, 2022	Interview Selected Consultants
October 10, 2022	Notify Preferred Consultant
October 18, 2022	Town Board to consider Preferred Consultant
October 19 – 31, 2022	Contract Negotiations
November 7, 2022	Town Board to consider Preferred Consultant contract
November 14, 2022	Project Kick Off
August 2023	Consultants provide draft plan updates to Town staff
September 2023	Final Deliverable – Consultants present plan to Town Board for approval

7. RFQ SUBMITTAL REQUIREMENTS

The consultant shall submit eight (8) copies of the statement of qualifications on 8.5 x 11 paper, bound with reference tabs for each proposal section. In addition, a digital copy of the statement of qualifications is required (can be submitted via USB Drive or sent via email to drussell@fuquay-varina.org). Sections should include, but are not limited to:

- **Cover Page** – identifying the consulting firm(s) and contact information.
- **Table of Contents**
- **Project Approach/Expected Deliverables** – define the consultant’s approach to meeting the Scope of Work and deliverables that the consultant will provide.
- **Relevant Planning Experience** – examples of the consultant’s work on similar downtown master planning projects, particularly those in similarly sized, rapidly growing municipalities. The consultant must demonstrate qualifications in downtown planning, including data collection, streetscape plans, landscape architecture planning, visual analysis, public facilitation and mediation, land use analysis, and planning regulations



- **Key Staff and Designated Project Manager** – shall be provided that denotes a project manager, team members (and expertise descriptions), and any anticipated sub-consultants. Resumes with relevant experience are preferred. The staff assigned to the project must have extensive experience in urban planning, neighborhood revitalization, and commercial development and redevelopment.
- **Professional References** – indicate the projects completed, name(s) of contact persons, and current phone numbers that the Town will use to ascertain information about the project team’s performance.

8. PROPOSAL SUBMISSION BY THE CONSULTANT

Qualification packets will be accepted until 4:00 PM on Thursday, September 22, 2022. Eight (8) complete copies of the statement of qualifications are required (with digital copy). Each package shall be received in a sealed envelope and marked “Request for Qualifications - Downtown Generational Plan.” An electronic copy should be included as well, either on a mailed USB Drive or sent via email. Proposals will be retained by the Town of Fuquay-Varina and will not be returned. Copies of Statements must be submitted to

Town of Fuquay-Varina
Attn: Dawn Russell, Downtown Development Manager
RFQ Downtown Generational Plan Proposal
John W. Byrne Municipal Building
134 N Main Street
Fuquay-Varina, NC 27526

The Town of Fuquay-Varina also welcomes written questions before the submittal deadline regarding this solicitation. Questions and statement qualifications should be sent to:

Dawn Russell, Downtown Development Manager
drussell@fuquay-varina.org

9. EVALUATION CRITERIA

The Town of Fuquay-Varina staff and Fuquay-Varina Downtown Association will evaluate submissions based upon, but not limited to, the following criteria:

- Consultant’s demonstrated understanding of the project scope.
- Consultant’s expertise and experience with downtown planning.
- Consultant’s ability to complete the project within an acceptable timeframe.

- Consultant’s experience with public engagement includes public and private stakeholders, property owners, small businesses, corporations, and the general public.
- Clarity and quality of the response to the Statement of Qualifications.
- History of litigation/arbitration/disputes for the last ten years and any pending litigation/arbitration/disputes.
- Professional references.

10. SELECTION PROCESS

The Town of Fuquay-Varina may open qualifications at any time after the submission deadline. All qualifications satisfying the requirements will be evaluated to establish which of the qualifications best fulfills the needs of the Town of Fuquay-Varina. The Town of Fuquay-Varina anticipates selecting a consultant who may perform the work in a technically proficient, timely, and cost-effective manner in the Town’s sole opinion. However, this request for information does not commit the Town of Fuquay-Varina to award any contracts or pay any costs incurred in preparing the qualifications or contract for the goods or services offered. The Town of Fuquay-Varina reserves the right to accept or reject all qualifications received because of this request, negotiate with any qualified consultants, or cancel this request for information if it is in the best interest of the Town of Fuquay-Varina to do so.

A selection committee will review all submitted Statement of Qualifications and, based on the information presented, will rank the responsive Statement of Qualifications and compile a shortlist of agreeable consultants for further consideration. Short-listed consultants may be contacted and invited to an interview with the selection committee. During an interview, the consultant will present to the selection committee (maximum of 30 minutes), followed by questions from the committee if applicable. After interviews, if applicable, the Selection Committee will recommend the Fuquay-Varina Board of Commissioners. If the Board agrees with the recommendation, the selected firm will be contacted to negotiate a final contract with the consultant to include the scope and fee. This contract will require approval by the Fuquay-Varina Board of Commissioners.