

Request for Qualifications (RFQ)

Title (RFQ):

Development of a Conceptual Master Plan for Midtown Williamsburg

Issuing Office:
City of Williamsburg
Economic Development Office
2nd Floor
401 Lafayette Street
Williamsburg, Virginia 23185-3617



RFQ NO: 2015-01
ISSUE DATE: January 14, 2015
CLOSING DATE: January 29, 2015
CLOSING TIME: 4:00 p.m.

- **Project Timeline: Commencing in February, 2015 and ending the initial work in April, 2015.**
- **Submit seven (7) printed and one digital (PDF) version of the proposal by January 29, 2015, no later than 4:00 p.m.**
- All Inquiries for Information Should Be Directed To Michele Mixner DeWitt, Economic Development Director - mdewitt@williamsburgva.gov or (757)220-6120
- **If RFQ'S are mailed or delivered – send directly to:**

City of Williamsburg
City Manager's Office
2nd Floor - Municipal Building
401 Lafayette Street
Williamsburg, Va 23185

**Request for Qualifications
(RFQ) 2015-01
Development of a Conceptual Master Plan for Midtown Williamsburg**

Project Description

The City of Williamsburg, Virginia requires consulting services to assist in developing a Conceptual Master Plan to guide private and public investment in the City's Midtown district, looking at the B-3 Urban Business Zoning District with emphasis on the Williamsburg Shopping Center property. This includes the identification of short and long term visions for use and reuse of properties, potential implementation projects, and a strategy to attract new uses and investments to the area. The Conceptual Master Plan will be used to discuss investment opportunities with the private sector and guide any needed public investment and governmental land use decisions. The goal of the Conceptual Master Plan is to bring implementation projects to fruition within the constraints, opportunities, and realities of the market.

The project will likely include two alternative or phased visions of the area.

1. An immediate term vision to work with some or all of the existing building footprints to create a viable commercial area. An example of this type of redevelopment is the Barrack's Road Shopping Center in Charlottesville, Virginia.
2. A larger vision to reach the "highest and best use" of the property via substantial redevelopment and potentially transformative elements.

Scope of Work

The Plan shall describe existing and prospective land use by category, desirable urban design standards, and any environmental and market constraints. The highest and best use for each property in the area in the context of the overall plan shall be described. The Plan will also consider access - pedestrian, bicycle, vehicular, transit, and parking. The City's regulatory standards and Comprehensive Plan goals shall be referenced and any changes needed to them will be considered.

Potential Deliverables will be determined with the selected firm, but may include:

1. Report of Existing Conditions to include:
 - Site maps, aerial images and photographs to describe existing conditions, property ownership and tenants
 - Comprehensive Plan descriptions, analysis and goals
 - Viability and contribution of existing commercial uses
 - Traffic counts and analysis on Monticello Avenue and Richmond Road.

- Pedestrian, bicycle, and vehicular access, including connections within and between properties
 - Key environmental issues, including stormwater management
2. Identification of Potential Implementation Projects to include:
 - Identification of highest and best uses of properties via redevelopment, infill or cosmetic renovations.
 - Types, size and massing of mixed uses (retail, office, institutional, residential, other)
 - Defined balance of different uses with emphasis on commercial use
 - Required transportation infrastructure, traffic management and parking for potential uses
 - Short and Long Term phasing of potential implementation projects
 - Identification of any needed City regulatory changes
 3. Design Concepts and Graphic Plan to include:
 - New development and redevelopment, showing building footprints, density, use, circulation, site layout, traffic and parking, and pedestrian/bicycle/transit connections
 - Sketches of area plans and elevations for key project/site improvements
 - Streetscape concepts of Monticello Avenue and Richmond Road to indicate the envisioned urban character
 - Design Concepts with sketches, visual simulations, and/or written descriptions. Site plan essentials, building scale and massing, and streetscape standards should be included as necessary to communicate design concepts.

The selected consultant or consultant team will be expected to be familiar with the City of Williamsburg, its existing plans and regulations, recent market studies, local economy and economic drivers, regional initiatives, area economic development entities, and best practices of current commercial development. The selected consultant shall have a breadth of expertise and relevant experience in working with public entities.

The consultant may use subconsultants to provide necessary services to fulfill the requirements of this project. Subconsultants shall be identified in the proposal; however, this list shall not be exclusive.

Project Timeline

The City desires a fast timeline for this project, commencing in February and ending the initial work in April.

Proposal Content and Deadline

Proposals shall be limited to twenty (20) pages and must contain the following information:

1. Examples and costs of similar projects with reference contacts
2. Identification of staff members who will be performing the work and their experience and training
3. Ability of consultant to be responsive and available to requests for service, including the requested timeline
4. Proposed timeline of project
5. Identification of any subconsultants which may be used and project or contracts for which the consultant has teamed.
6. Demonstration of consultant's familiarity with the City, its existing plans and regulations, recent market studies, local economy and economic drivers, and regional initiatives.

Submit seven (7) printed and one digital (PDF) versions of the proposal by 4pm, Thursday, January 29, 2015 to the Williamsburg City Manager's Office, 401 Lafayette Street, Williamsburg, VA 23185. Contact: Michele Mixner DeWitt, Economic Development Director, mdewitt@williamsburgva.gov.