

REQUEST FOR PROPOSALS/QUALIFICATIONS FOR PROFESSIONAL
PLANNING, ENGINEERING, ARCHITECTURAL AND LANDSCAPE
ARCHITECTURAL SERVICES FOR
TOWN OF MONTROSS
DOWNTOWN REVITALIZATION PROJECT

A. PROJECT DESCRIPTION/SCOPE OF SERVICES

The Town of Montross, Virginia has received an offer of Planning Grants from the Department of Housing and Community Development and the Virginia Housing Development Authority to fund Downtown Revitalization activities. The project area will be the Downtown area of Montross. The outcome of the planning grants will be to complete planning for and prepare for implementation of improving the living conditions and economic conditions of Montross by removal of all blighting influences and the revitalization of the downtown. The Downtown Revitalization Project activities will include: **(1) An Economic Restructuring Plan-** The plan will identify the means by which the Town can implement economic improvement strategies that will drive and direct the actions that best ensure true economic revitalization and long-term sustainability of the community, particularly the downtown business district. The outcome of the plan is a new conceptual framework around which the community can galvanize resources to attract investment and re-energize the community. **(2) A Marketing/Branding Implementation Plan-** The plan will analyze the current market; develop a market position statement which describes where the Town should be positioned in the new market based on the economic restructuring plan, community desires and realistic expectations. Branding and marketing materials should also be developed which support the Town's finalized vision statement and economic restructuring efforts. **(3) A Physical Improvement Plan-** The plan will address all physical blight not related to building facades e.g.; infrastructure, streetscape, signage, etc. Any necessary Preliminary Engineering Report will give preliminary details regarding infrastructure upgrades, replacements or improvements within the designated project area. It will be submitted to, reviewed and approved by the Virginia Department of Health prior to the submission of any Community Improvement Grant application, and **(4) A Blight Identification and Removal/Remediation Plan-** The plan will identify all blighted facades by property address and explain how the physical blight will be eliminated e.g.; façade improvement program. Any necessary Preliminary Architectural Report will give preliminary details regarding specific structures/features to be addressed that contribute to eliminating blight and the cost estimates for rehabilitation, demolition or other restoration involved with those structures or features. All of these activities will be used to formulate a Downtown Redevelopment Strategy. If construction funding is received, the Town will enter into negotiations with the engineering firm for basic engineering services to include design, bidding and contracting, construction administration and inspection.

B. PROPOSAL CONTENTS

All respondents should submit a written Statement of Qualifications (SOQ) to include information about the respondent directly related to each of the selection criteria outlined in Section D herein. All information should be submitted succinctly. Proposals shall not include estimates of costs or manhours to perform desired services.

C. SELECTION PROCESS

The Town will appoint a Selection Committee to review and evaluate all SOQ's submitted by firms responding to the RFP. The proposals will be evaluated and ranked based on the Selection Criteria outlined in Section D herein. The Town may ask the top ranked firms to attend a presentation/interview as part of the evaluation process. At the conclusion of the evaluation process the firms will be ranked in priority order with the highest ranking firm being selected to negotiate a contract with the Town. If a contract satisfactory to both parties cannot be negotiated, the Town will then enter into negotiations with the next highest ranking firm and so on until an agreement is reached.

D. SELECTION CRITERIA

The respondents will be evaluated based on the following criteria: 1. Qualification of firm's staff. 2. Familiarity with Downtown Revitalization activities. 3. Capacity of firm to perform the work within limited time-frame. 4. Quality of performance in past and/or similar projects. 5. Knowledge and familiarity of firm's staff with VDHCD Planning Grant and Community Improvement Grant procedures and requirements.

E. SUBMITTAL

Respondents should submit five (5) copies of the proposals titled **TOWN OF MONTROSS DOWNTOWN REVITALIZATION PROJECT** to Jerry W. Davis, AICP, Executive Director, Northern Neck Planning District Commission, P.O. Box 1600, 457 Main Street, Warsaw, Virginia 22572 by Friday, May 28, 2010 at Noon. Local, minority-owned, and female-owned firms are encouraged to respond.