

REQUEST FOR PROPOSALS

Consulting Services

Small Area Master Plan for Historic Downtown Clarksville, Virginia



Town of Clarksville
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Clarksville, VA 23927

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PROPOSALS DUE VIA EMAIL: September 19, 2024 by 4PM

RFP for Consulting Services: Small Area Master Plan for Historic Downtown Clarksville, Virginia

REQUEST FOR PROPOSAL (RFP)

Project Title:

Small Area Master Plan for Historic Downtown Clarksville, Clarksville, Virginia

Project Description:

The Virginia Department of Housing and Community Development's Virginia Main Street (VMS) program has awarded *Historic Downtown Clarksville* a **SmArP (Small Area Plan)** grant for our downtown/commercial district. The SmArP grant was made available to communities with applications that comply with the following general criteria:

1. Promote a community's unique identity-defining assets—both built and cultural;
2. Promote inclusive collaboration and engagement with a vast and diverse set of local partners, leaders, stakeholders, and residents;
3. Promote local entrepreneurs, small businesses, women- and/or minority-owned businesses, entrepreneurial ecosystems, and small-scale development;
4. Promote equal access to opportunity and thoughtfully acknowledge and address diversity, equity, inclusion, and accessibility (DEIA) challenges and opportunities; and
5. Promote the awareness, growth and financial sustainability of the local Main Street organization.

Overview:

Situated along the shores of Buggs Island Lake/Kerr Reservoir, Clarksville stands as a unique gem in Virginia's landscape. Boasting the distinction of being Virginia's only lakeside town, Clarksville showcases a blend of commerce, hospitality, and scenic waterfront vistas within its downtown core. Amidst ongoing revitalization efforts, including the construction of new downtown housing units, the community is poised for a transformative journey. Recognizing the pivotal role of master planning, Clarksville seeks to harness momentum through the formulation of a comprehensive downtown master plan. This blueprint, slated to unfold over the forthcoming fiscal year, emerges as a priority on the local Main Street organization's work plan as it will synthesize downtown Clarksville's high-quality street-scape enhancements, preservation of historic architecture, repurposing of underutilized spaces, and enhancement of intra-downtown connectivity. By fostering cohesion and synergy across these diverse elements, coupled with planning and proactive engagement, the Historic Downtown Clarksville Master Plan will chart a course towards sustained prosperity and community vibrancy, thereby solidifying downtown Clarksville's standing as a destination in the region.

The ideal small area plan for Clarksville would encompass the following objectives:

- Formulate a 10-year strategic roadmap for downtown development.
- Define 2-year, 5-year, and 10-year action plans to realize the envisioned future, delineating clear responsibilities for Clarksville.
- Develop conceptual visualizations, including illustrative plans for waterfront improvements and infill mixed use development as well as perspective before and after renderings to depict proposed improvements.
- Identify prospects for introducing mixed use and upper floor redevelopment in downtown.
- The plan should explore improved connections between downtown Clarksville and major locations nearby including

Occoneechee State Park and the Clarksville Fine Arts Center.

- The plan should have active engagement with property owners and business stakeholders within the downtown area along with the public to shape a vision grounded with input from stakeholders.
 - The plan should account for market realities and where needed include market analysis updates to underpin private sector investments.
 - Provide detailed recommendations for plan implementation, including phased approaches and next steps.
- By adhering to these objectives, the plan aims to chart a clear trajectory for Clarksville's downtown revitalization.

SELECTION CRITERIA

Interested firms should provide the following in response to the RFP:

The respondents will be evaluated using some or all of the following factors. The factors are in no particular order of importance. Discussion of some of these factors will be included in the narrative evaluation of the firm and used to justify the final selection. See attachment 1-Score Sheet.

1. **Qualifications of Firm/Team Profile:** including the name of the firm, address, contact person, phone, email, and website. Provide a specific description of the expertise of the firm or team with similar projects both in the Commonwealth of Virginia and in similarly sized communities elsewhere.
2. **Personnel and Resumes:** Provide a brief description for each staff member that will be participating in the plan and the role that they will play including who will be the project manager. Include a resume for each team member.
3. **Project Examples:** Provide up to three examples of similar projects completed by your firm or team. These examples should be summarized in how they relate to the Small Area Plan. Information sheets about each project may accompany the descriptions noting which firm(s) were project lead and support for each example.
4. **Familiarity and Project Experience with the Town:** Provide any project experience or work performed for or in the Town of Clarksville in the last 2 years.
5. **Outline Scope of Work:** Describe your proposed approach to developing the small area master plan. Include key tasks, methodologies, and deliverables.
6. **Budget:** Provide a breakdown of anticipated costs for the project by task and total project budget.
7. **Current workload/ Anticipated Completion:** Provide an estimated timeline for completing the project, including key milestones.
8. **References/Record of Performance:** Provide contact information OR letters of reference for clients for whom your firm has performed similar services within the past 3 years.

Disclaimer Statement:

The submission of a proposal in response to this Request for Proposals (RFP) does not constitute a contract or obligation between the submitting firm and the Town of Clarksville. The Town of Clarksville reserves the right to accept or reject any or all proposals received, in whole or in part, for any reason or no reason, and to waive any irregularities or informalities in the proposals received. The Town of Clarksville also reserves the right to negotiate with any firm submitting a proposal, to request additional information or clarification from any submitting firm, and to cancel or amend this RFP at any time. Submission of a proposal indicates acknowledgment and acceptance of these terms and conditions. All costs incurred in the preparation and submission of proposals shall be borne solely by the submitting firm, and the Town of Clarksville shall not be liable for any expenses incurred by any firm in connection with the preparation and submission of proposals.

Questions and Contact:

To maintain fairness and transparency throughout the proposal evaluation process, all communication regarding this Request for Proposals (RFP) with the Town of Clarksville staff, consultants, or officials with the local government must be conducted in writing and directed solely to the designated contact person listed in

the RFP document. Ex parte communications with staff or decision-makers outside of the specified channels are prohibited and may result in disqualification of the proposing firm. All questions, inquiries, or requests for clarification regarding the RFP should be submitted in writing to ensure equitable treatment for all participants by September 6, 2024. Answers to all questions will be provided in writing to all firms by September 12, 2024.

Contact Person:

Tara Tuck

tara.tuck@clarksvilleva.org

Jeff Jones

townmanager@clarksvilleva.org

Due Date and Time:

Proposals must be received in PDF format **VIA EMAIL** no later than September 19, 2024 at 4pm EST.

Late submissions will not be accepted under any circumstances.

Proposals received after the specified due date and time will be disqualified from consideration. It is the sole responsibility of the proposing firm to ensure that their proposal is submitted on time. The Town of Clarksville will not consider any late submissions, and such proposals will not be opened.

Submission Format:

All proposals should be submitted in PDF format via email to the designated contact person listed in the RFP document. Any proposals submitted in a format other than PDF or through channels other than email will not be accepted. It is the responsibility of the proposing firm to ensure that their submission is complete and properly formatted.

Thank you for your attention to these submission guidelines. We look forward to receiving your proposal.

ATTACHMENT 1: PROPOSAL SCORE SHEET

Small Area Master Plan for Historic Downtown Clarksville, VA

Name of Firm: _____

Date: _____

Selection Criteria	Excellent 4	Very Good 3	Good 2	Fair 1	Poor 0
Qualifications of Firm					
Personnel and Resumes					
Project Examples					
Familiarity and Project Experience with the Town					
Scope of Work					
Proposed Budget					
Current Workload/Anticipated Completion					
References/Record of Performance					
Column Totals					

TOTAL SCORE |