

REQUEST FOR QUALIFICATIONS

Project Title: West Pelzer Zoning Ordinance and Master Plan Update
Owner: Town of West Pelzer, South Carolina

The Town of West Pelzer is seeking qualifications from consultants to assist with updates to the Zoning Ordinance and Downtown Master Plan. All submissions must be received no later than 12pm on April 1, 2022. Please provide two (2) hard copies and one (1) digital copy of the proposal.

Proposals should be placed in an envelope or box clearly marked "West Pelzer Zoning/Master Plan Update" and mailed or delivered to:

Paula Payton – Town Administrator/Clerk
Town of West Pelzer
30 Main Street
Pelzer SC 29669

Any questions regarding this RFQ should be directed to Paula Payton via email at ppayton@westpelzer.com.

Town of West Pelzer Zoning Ordinance and Downtown Master Plan Update

The Town of West Pelzer is seeking qualifications from consultants to assist in updating the Town's Zoning Ordinance and Downtown Master Plan.

BACKGROUND - The Town of West Pelzer is a growing small town with a small central business district, over 150 new homes to be developed within the next 24 months, and potential for annexation, commercial development and new industry within the next few years.

In order to maintain the Town's charm and ensure that the upcoming development will have a positive impact on quality of life for the residents, it is vital that the Town of West Pelzer Zoning ordinance be updated to reflect modern issues and to eliminate all gray areas. It is also very important that the downtown core of the community continue to be revitalized to draw visitors and create a vibrant atmosphere. There have been recent strides in downtown development and the Town would like to keep the momentum going. In order to achieve this goal, vital businesses need to be identified based on analysis of retail leakage and a new branding and marketing campaign developed.

Town Council has allocated \$25,000 for the completion of this study.

- **STATEMENT OF QUALIFICATIONS:**
 - A cover letter indicating the composition of the entire team including the Principal in Charge, Project Manager and support team; include resumes.
 - Provide a list of similar projects, including the name, type of project, location, firm's role in the project and status of the project.
 - List a minimum of three (3) professional references for the example projects. For each reference list the contact's name, address, phone number and relationship to the firm.
 - Provide a concise project approach outlining the philosophy of the team in approaching projects of this nature and the team's grasp of issues and goals to address in the study.

- **SELECTION COMMITTEE**
 - The selection committee will be comprised of Town of West Pelzer staff from multiple departments along with elected officials. The committee will rank each firm based on the criteria listed below in order to select the best fitting applicant.

- **CRITERIA FOR CONSIDERATION OF QUALIFICATIONS**
 - Experience and knowledge in developing similar plans by consultant personnel who will be directly involved with the project
 - Ability to complete the plan within the given timeframe
 - Ability to maintain communication on plan development
 - Ability to involve partners and stakeholders in the planning process
 - Ability of the firm to perform the proposed work
 - Ability to deliver a project relative to the allocated budget
 - References

- **PROJECT SCOPE**
 - Development opportunities for downtown
 - Retail Leakage Analysis
 - Zoning ordinance review and amendments
 - Visioning, Branding, and Marketing
 - Annexation opportunities

- **SUGGESTED APPROACH:**
 - Analysis of retail leakage and other data, previous plans, etc. pertinent to creating the Downtown Master Plan Update
 - Review of existing Zoning Ordinance with consideration of recent development and current issues that are not addressed
 - Stakeholder and public input
 - Development of draft and final Zoning Ordinance and Downtown Master Plan Documents
 - Final presentation to Town Council

- **DESIRED DELIVERABLES**
 - Executive summary
 - Visioning statement (branding/marketing)
 - Implementation strategies
 - Zoning Ordinance Update
 - Master Plan Update

- **RFQ NARRATIVE-** to include:
 - Address items in scope of service
 - Address desired deliverables
 - Address options for incorporating available in-kind services into project
 - Project strategy
 - Company information (history, structure, etc.)
 - Examples of past performance and references
 - Proposed subcontractors, if any

SELECTION PROCESS AND TIMEFRAME: This project must follow the below schedule:

- February 21st, 2022 –RFQ issued.
- April 1st, 2022 - Completed RFQ due by 12:00 p.m.
- April 2022 –Review RFQs, follow-up with consultants, if necessary, consultant selection and contract negotiation
- July 1st, 2022 –Estimated project start.
- December 31st, 2022 –Project completion