



# TOWN CENTER COMMUNITY

## **Request for Proposal Creative Placemaking Master Plan April 26, 2022**

The Town Center Community Alliance (the Alliance) requests interested consultants to submit a proposal to develop a creative placemaking master plan specific to the Town Center CID. In 2015, the CID established the Alliance, a 501(c)(3) nonprofit organization. Its objective is to enrich the CID's integral infrastructure projects with beautification and quality of life programs. The Alliance takes a strategic look at creative placemaking elements that will help the CID reach its vision of becoming one of the most accessible, prosperous, and exciting areas in metro Atlanta. While the CID primarily builds roads, trails, sidewalks and bike lanes, the Alliance finds ways to celebrate the unique character of Town Center. From public art and aesthetic fixtures to small parks and bike share stations, the Alliance drives placemaking initiatives that strengthen our connection to our environment and maximize shared public value. By activating the physical and social environment in Town Center, the Alliance helps attract businesses and residents, boost economic development and shape a sense of community. The Alliance team enlists the public, community partners and corporate sponsors to fully fund and develop these projects.

Consulting team should demonstrate competence and experience regarding the scope of work outlined below and expertise needed to understand these elements. In addition, the team should demonstrate experience in public speaking and clear communication through graphic abilities and presentation displays. Building a consensus among community stakeholders as well as communicating design options and impacts is key.

### **Section 1: SCOPE OF WORK**

#### **Project Description**

The Town Center CID, a 6.25 square mile area, is a well-established community with multiple business centers and light industrial park areas. Town Center has the largest concentration of international companies in north Georgia. Dozens of new businesses have relocated to the district thanks to its central location, easy commutes and greenspace amenities. Kennesaw State University's active college campus hosts thousands of engaged students who choose to stay in the area and become part of our large educated workforce. The district is surrounded by increasing residential communities with engaged citizens and is geographically located between the city of Marietta and city of Kennesaw, each of which have active Arts Councils. A Trail Activation Plan has been created for the Noonday Creek Trail and the Alliance is currently working to implement projects within Aviation Park and along the trail. The Alliance seeks to



capture the momentum of the CID and recent projects completed, along with planned greenspace projects associated with multi-use trails, to develop a strategic, creative placemaking master plan for implementation in the Town Center Community.

The TCCID and the Alliance would expect the selected consultant to identify and develop a vision and future direction for a creative placemaking master plan in the Town Center area, with a specific focus on public art and cultural arts programming and establish goals and action steps to implement this vision.

A steering committee comprised of community members and representatives from partners will be developed by the Alliance to review proposals and assist the consultants in this planning effort. Partners include, but may not be limited to:

- Town Center CID/Alliance
- Kennesaw State University
- Cobb County PARKS
- Businesses and property owners
- Residents

### **Task 1 - Project Preparation and Initiation**

- Review the project scope, timeline/ schedule.
- Official introduction and working meeting with the Steering Committee and selected consulting team.
- Review of identified corridors to include in study: Barrett Parkway, Chastain Road, Big Shanty Road, Barrett Lakes Boulevard, and George Busbee Pkwy.
- Focus on identified corridors for the placemaking effort with attention to both public and private property.
- Stakeholder strategy.
- Deliverable: Scope, schedule, and memo for stakeholder strategy. Meeting notes pertaining to corridor specifics.

### **Task 2 – Existing Condition Assessment and Analysis**

- Review and documentation of corridor context.
- Provide an analysis of similar areas for comparison of scope and implementation, both regionally and nationally.
- Identify and familiarization of overall design characteristics, challenges, and opportunities.
- Identify opportunity areas for creative placemaking in the public and private realm.
- Deliverable: A report summarizing the information obtained above.



### **Task 3 –Public Meetings and Outreach**

- Conduct a minimum of one (1) public meeting to engage the community.
- Engagement activities should include both traditional and non-traditional engagement strategies and should be representative of the various community demographics and all inclusive.
- Engagement activities should include the use of digital outreach, survey tools, social media, and/or unmanned feedback kiosks in order to maximize community participation.
- Engagement activities should include an artistic and cultural approach.
- Deliverable: Copies of all presentation materials, meeting minutes and outreach documentation.

### **Task 4 – Creative Placemaking Master Plan Preliminary Document**

- Identify steps for creating a comprehensive creative placemaking program; This may include more steps than listed here.
- Develop best practices for creative placemaking policies and procedures and provide recommendations on how to incorporate new policies into existing County regulations as applicable.
- Provide recommendations for programming creative placemaking in the Town Center area. This could include programming such as, but not limited to, public art, signage and wayfinding, seating and shade structures, functional art, and community events.
- Identify existing locations/ facilities with public art and cultural art installations, as applicable to the study area. This may be represented in a map.
- Identify recommended locations/ facilities for proposed creative placemaking installations.
- Classify installations into short term and long term.
- Estimate costs for installations by providing a range of monetary commitment. Note use of public or private property.
- Identify potential funding sources.
- Provide strategy for on-going maintenance, upkeep and/or rotation of public art.
- Deliverable: A preliminary report document including all information identified above.

### **Task 5– Stakeholder Committee Meeting**

- Share preliminary documents and recommendations with stakeholder committee
- Take feedback and comments into the consideration prior to producing final report

### **Task 6 – Creative Placemaking Master Plan Final Report**

- Submission of draft final report for review and comment by Alliance Board of Trustees and staff. Coordination with Son & Son’s (TCCID and Alliance contracted marketing firm) and staff for branding of documents.
- Adjustments, as needed, to draft final report.



- Deliverable: Final Report in print and digital versions. Appendix of all information gathered during the project to be included.

Continued communication is expected with the Alliance Director, Jennifer Hogan, through the entire study development.

**Total Study Budget: \$60,000**

## **Section 2: REVIEW AND EVALUATION OF PROPOSALS**

Proposals will be reviewed and evaluated by the Steering Committee. Proposals will be screened for technical merit and in accordance with the specific factors outlined in the RFP. Interviews with select teams may be conducted, at the discretion of the Steering Committee.

## **Section 3: IMPORTANT DATES AND DEADLINES**

Advertisement Tuesday, April 26<sup>th</sup>

**Last Day for Questions** *Monday, May 16<sup>th</sup>, 2022; Noon EST.*  
Questions must be submitted in writing via email to [Alisha@towncentercid.com](mailto:Alisha@towncentercid.com). No questions will be answered after the time stated above. Responses to questions will be compiled and distributed via email by TBD.

**RFP Due** *Friday, May 27<sup>th</sup>, 2022; Noon EST.*  
Submittals after this date/time will not be accepted.

## **Section 4: REQUEST FOR PROPOSAL SUBMISSION INSTRUCTIONS**

**Proposal Format:** All proposals should include the information outlined below and in the following order.

- 1. Cover Letter (1 page max)**
- 2. Table of Contents (1 page max)**
- 3. Company Information (1 page max).** Include primary firm and sub-consultants.
- 4. Qualifications and Experience of Key Personnel (4 pages)** - Identify all key personnel proposed for the project and their individual roles, responsibilities and related project experience. Include designations for proposed project manager and primary contact.



5. **Project Understanding (4 pages)** – Statement of the team’s understanding of the project and proposed approach for providing the requested services.
6. **Value Added Experience (1 page)** – What makes your team stand out above the rest.
7. **References (1 page)** – Include a minimum of 3 references on similar project types. Include the person’s name, address, phone number and email address.
8. **Fee proposal for Services** – Overall fee should be itemized per task and individual hourly rates included. The Fee proposal should be submitted in a separate document from the technical proposal. The Alliance reserves the right to select the most qualified bidder.

**Submittal Format:** The submitting team shall submit by email:

- 1pdf of the technical proposal with signature by an authorized representative of the company
- 1 pdf of the fee proposal with breakdown of each task
- Email Subject should state “Creative Placemaking Proposal – FIRM NAME”
- Body of Email should state primary contact name and phone number.

Emailed proposals should be sent to [Alisha@towncentercid.com](mailto:Alisha@towncentercid.com)

**\*\*LATE PROPOSALS WILL NOT BE ACCEPTED. \*\***

## **Section 5: Alliance INFORMATION**

The Alliance recommends submitting teams review the Alliance Trail Activation Plan, *Taking to the Skies* Aviation Park Phase II Plan, and CID District Master Plan document completed in 2017, which can be found at [www.towncentercid.com](http://www.towncentercid.com).

This RFP does not commit the Alliance to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure a contract for services or supplies. The Alliance reserves the right to accept or reject any and all proposals received because of this request, to waive technicalities, informalities and minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, any of the foregoing based upon the best interest of the Alliance and determined in its sole discretion. The Alliance may require the Firms selected to participate in negotiations, and to submit additional pricing, technical information, or other revisions to their proposal.