

# **Request for Proposals Buckhead SPI-12 Expansion and Update**

## **Issued by:**

Buckhead Community Improvement District  
on behalf of community partners  
Neighborhood Planning Unit "B"  
Buckhead Area Transportation Management Association  
City of Atlanta

**December 15, 2009**

**Responses Due by 4:00pm January 29, 2010**

## **Contact:**

Denise Starling, Executive Director  
Buckhead Area Transportation Management Association  
3340 Peachtree road, NE  
Tower Place Bldg 100, Suite #1640  
Atlanta, GA 30326  
Telephone: 404-842-2682  
Fax: 404-842-2681  
Email: [denise@batma.org](mailto:denise@batma.org)

Parties interested in submitting a response package must submit an email stating their intent to Denise Starling at [denise@batma.org](mailto:denise@batma.org) by January 8, 2010. Email must contain contact information. This information will be used to communicate answers and or clarifications regarding the RFP.

### ***Section 1 – Introduction:***

The current SP-12 was one of the first overlay districts ever written in the City of Atlanta and is one of the only remaining. Because of its early origins, it is lacking in sophistication and scope. While it does attempt to encourage a broad range of desirable conditions ranging from transportation management plans to trees to landscaped space requirements, it does not include adequate mechanisms to really do so. The current ordinance also does not contemplate TOD guidelines recently issued by MARTA for rail station areas. Additionally, being one of the last overlay districts in the City of Atlanta, it is the desire of the City to convert it to a standalone zoning district to simplify administration. Finally, several parcels in this area remain undeveloped and others are potentials for redevelopment once the economy returns to a healthy state, so the timing with a down economy is good.

#### **Goals:**

- Ensure high quality redevelopment consistent with current market offerings
- Maintain high density mixed-use transit oriented node
- Simplify administration
- Simplify general understanding – consolidate zoning, SPI-12 and SPI-19 where overlaid
- Use SPI-1 (downtown CBD) as a model for revision
- Protect adjacent neighborhoods
- Address quality of life issues necessary to create more defined sense of community
- Identify potential common elements that can be incorporated to help achieve cohesive community identity and sense of place
- Incorporate a combination of regulations and incentives to achieve the type of development consistent with the character and value expected for Buckhead.

#### **Issues to Be Addressed (not exclusive):**

- Connectivity – the current ordinance does not thoroughly address connectivity, the expansion will include mechanisms (maybe incentives) to encourage developing new connectivity particularly where super blocks can be broken up.
- Parking – potentially lower requirements – set table of allowable ratios by use – shared parking.
- Ensure buffers between commercial and residential areas
- Affordable Housing – the current ordinance does not address this at all, the expansion effort will look at the issue to determine how best to incorporate affordable housing into the SPI.
- Signage issues – multiple story development, way finding and mixed use development entry points, public service announcements, IP addressable
- Lifelong communities – help enable presence of senior living
- Green space – explore possibility of increasing requirements or incentivize to get more open space in Buckhead. Buckhead is currently substandard in terms of green space, so efforts will identify aggressive mechanisms to correct this condition. Consider funding joint purchase of space in lieu of provision.
- AMTRAK relocation potential – consider the impacts of Lenox MARTA station use.

- Institutionalize existing Design Review Committee
- Relationship of building to street
  - fenestration
  - Street level commercial/retail uses
- Transportation Demand Management/Alternative modes – the current ordinance includes an outdated requirement to develop a one-time transportation management plan which is not enough to adequately address alternative transportation needs.
- Environmental/sustainability issues – address LEED/sustainability certification requirements currently under development by City, ensure development is conducive to the use of alternative modes (transit shelters, up front HOV parking, bike racks, etc)
- Entry Nodes – create gateways as prescribed in Buckhead Action Plan
- Pedestrian Accessibility – consider the inclusion of multiple strategies to ensure pedestrian accessibility is foremost – breaking up block sizes, introducing greater connectivity, ensuring adequate sidewalk widths, landscaping and outdoor zones, encouraging active street level development, minimizing setbacks, etc.
- Public Art – look at including incentives or other mechanisms to encourage developments to include public art – similar to SPI-9
- Get ahead of redevelopment along Peachtree before market returns

### **Project Management**

The Buckhead CID in conjunction with BATMA (Denise Starling PM) supported by City of Atlanta Planning Staff James Shelby, Charletta Jacks, Karl Smith-Davids

### **Steering Committee (tentative)**

Property Owners

5-6 Commercial Representatives

2-3 Retail Representatives

Vertical Neighborhood Representative

NPU-B representative

Life Long Living Representative

Atlanta Regional Commission staff

MARTA TOD Representative

MARTA staff

Single Family Neighborhood Representatives (Adjacent Neighborhoods)

Pine Hills

Peachtree Park

Ridgedale Park

North Buckhead

Hotel Representative

Arts Representative

City of Atlanta Elected Officials

Howard Shook – District 7 Council Person

Yolanda Adrean – District 8 Council Person

## ***Section 2 - Sponsor Goals, Objectives and Mission:***

The objective of the BCID, working with the City of Atlanta and its community partners, is to meet the challenges resulting from Buckhead's rapid, primarily automobile-based growth. These challenges include: improving traffic mobility; enhancing the pedestrian environment; creating better access to public transit; initiating intra-district transportation alternatives; encouraging better integration of land uses; and improving linkages to the region's automobile, transit, and bicycle networks.

The BCID is authorized to expend funds, incur debt, and contract with public and private entities for the provision of the following governmental services and facilities. BCID is serving as the project manager for this project as well as other capital improvements within the CID boundary.

## ***Section 3 – Definitions:***

- ARC – Atlanta Regional Commission
- BCID – Buckhead Community Improvement District, Inc.
- City – City of Atlanta
- Consultant – for the purpose of the Request for Qualifications, "Consultant" shall mean Planners, Landscape Architects, Architects, Engineers, Consultants, Consortiums, Joint Ventures, Firms or other persons submitting a response to this Request for Qualifications
- DPCD – City of Atlanta Department of Planning and Community Development
- DPW – City of Atlanta Department of Public Works
- GDOT – Georgia Department of Transportation
- GRTA – Georgia Regional Transportation Authority
- MARTA – Metropolitan Atlanta Rapid Transit Authority

## ***Section 4 - Scope of Services:***

### **Phase I: Existing Conditions Analysis**

- a. Review of Existing land use and zoning (mapping)
- b. Analysis of existing zoning code(s)
- c. Analysis of all other pertinent planning and policy documents pertaining to the area.
- d. Identify opportunities for change via community work sessions.
- e. Create a conceptual land use plan and zoning plan for the project area including possible sub-districts

### **Phase II. Draft Code regulations – incorporating a significant public engagement approach to build consensus**

- a. Develop SPI Code Outline

- i. Identify intent of district
- ii. Define district boundaries
- iii. Define district structure
- iv. Identify proposed uses
- v. Define development controls
- vi. Outline Administrative procedures
- b. Development of Final Code for Adoption by Atlanta City Council and for inclusion in the Comprehensive Development Plan.

**Phase III. Coordinate with the Bureau of Planning for Adoption of the Revised Code**

***Section 5 – Project Schedule:***

|                                   |   |
|-----------------------------------|---|
| Responses Due:                    | January 29, 2010  |
| Deadline for RFP Questions:       | January 15, 2010  |
| Responses to Questions:           | January 20, 2010  |
| Evaluate and Select Consultant:   | February 1-12, 2010   |
| Consultant Interviews             | February 15-19, 2010  |
| ARC Notification of Grant Award:  | February/March 2010   |
| Award Contract:                   | BCID Board Meeting following ARC notice (tentatively February 23) |
| Begin Work:                       | March 1, 2010   |
| Phase I (estimated)               | 2 months (March April 2010)                                       |
| Phase II (estimated)              | 8 months (May – December 2010)                                    |
| Submit Completed Ordinance to ARC | December 17, 2010   |
| Phase III (estimated)             | 3 months (Jan 2011 – March 2011)                                  |
| Submit Adopted SPI to ARC         | March, 2011   |

***Section 6 - Project Budget:***

The Buckhead CID reserves the right to negotiate actual fees for the project following the consultant selection. The submitted LCI application anticipates a total consultant scope of \$100,000.

***Section 7 - Submittal Items:***

Please submit the following items with your QUALIFICATIONS PACKAGE:

1. Team Qualifications
  - Description of firm’s qualifications to perform work.
  - Include an organizational chart of proposed project team including roles and responsibilities.
  - Names and resumés including an email address of a principal(s) and key staff members who will work on the project, as well as identification of the consultant’s project manager.

- Names of any subconsultants including key personnel and resumés and their scope of services.

## 2. Project Experience

- For the prime consultant: description of similar or related projects successfully completed within the last three years with a minimum of three references with names and contact information. Of particular interest would be any projects completed within major urban centers.
- For any subconsultant: description of similar or related projects successfully completed within the last three years with a minimum of two references with names and contact information.
- Additional information demonstrating understanding and insights related to the project scope.

## 3. Project Approach and Schedule

- Description of team's proposed project approach including a section that specifically addresses in a defensible and accurate way the approach to analyzing overly-congested intersections along the corridor.
- An estimate of hours per task by professional personnel category for the project phases/deliverables.
- A schedule with specified milestones after Notice to Proceed, including necessary review periods for all parties involved with the project.

**Qualifications must be limited to 20 pages including cover letter, resumes, schedule, organization chart and project experience.**

**Five (5) bound copies of the qualification package and one (1) electronic copy in pdf format must be received by 4:00 PM, January 29, 2010 at the following address:**

Ms. Denise Starling  
Executive Director  
Buckhead Area Transportation Management Association  
Tower Place 100, Suite 1640  
3340 Peachtree Road  
Atlanta, Georgia 30326

Please address any questions in writing via email to Denise Starling at [denise@batma.org](mailto:denise@batma.org) or via fax at 404-842-2681 or in writing to the above address. All questions must be received by January 15, 2010. Answers will be sent to all parties no later than January 20, 2010.

## ***Section 8 - Acceptance of Qualifications:***

BCID reserves and holds without any liability on the part of BCID the following rights and options:

- To reject any and/or all submittals or portions of submittals
- To reject a subconsultant
- To re-advertise if deemed necessary
- To interview candidates prior to making a selection
- To issue subsequent Requests for Qualifications or Requests for Proposals
- To not negotiate or contract for the services
- To approve, disapprove, modify or cancel all work to be undertaken

## ***Section 9 - Contract Negotiations:***

- BCID will negotiate the terms of the contract with the firm(s) submitting the top-ranked response(s) or another ranked choice should negotiations with the top-ranked firm fail.
- BCID will not reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation.
- Qualification submittal costs in conjunction with this RFP shall be borne by the submitting firm.
- The contract for this project may be subject to approval by the City, ARC, or GDOT.

## ***Section 10 - Selection Procedures:***

### *Selection*

It is BCID's intent to select directly from information gained from the QUALIFICATIONS review and negotiate final scope and fee with the top-ranked consultant; however, BCID reserves the right request additional information regarding project scope and budget, to call references provided in the QUALIFICATIONS, and to require phone or personal interviews with firms. It is anticipated that interviews will be conducted between February 15<sup>th</sup> and 19<sup>th</sup>, 2010.

### *Criteria for Selection*

BCID's will use the following criteria in evaluating submittals. The list is not shown in any prioritized order:

- Specific experience of the proposed staff
- Abilities and capacity of professional personnel and subconsultants

- Commitment to complete work on a timely basis
- Understanding and insight related to project scope
- Overall experience of the firm
- Related experience and past performance in similar transportation planning projects, specifically in urban settings
- Experience and past performance in working with diverse clients and complicated settings
- Experience and past performance in public involvement and stakeholder input in urban environments
- Quality of package submitted
- Creativity of proposed project approach

*Equal Opportunity*

BCID is an equal opportunity employer and will select a Consultant without regard to age, disability, religion, creed or belief, political affiliation, race, sex, or ethnicity and encourages the use of minority and disadvantaged business owners.

# Appendix "A" Existing SPI – 12 boundary

## SPI-12 Buckhead/Lenox Stations (Overlay District)

