



REQUEST FOR QUALIFICATIONS

Project Title: Woodruff Zoning Ordinance Updates and Downtown Strategic Plan

Owner: City of Woodruff, SC

The City of Woodruff is seeking qualifications from consultants to assist with updates to the Zoning Ordinance and to create a Downtown Strategic Plan. All submissions must be received no later than 4pm on October 15th, 2021. The Request for Qualifications in its entirety can be viewed at <https://www.cityofwoodruff.com> or by contacting Lee Bailey, contact info shown below.

Proposals should be placed in an envelope or box clearly marked "Woodruff Zoning/Strategic Plan Proposal" and Mailed or delivered to:

Lee Bailey, City Manager
City of Woodruff

Physical:	Mailing:
231 East Hayne Street	PO Box 1389
Woodruff, SC 29388	Woodruff, SC 29388

This project is being funded in whole or in part by the Appalachian Regional Commission (ARC). All federal requirements will apply to the contract. All contractors and subcontractors are required to be registered in the federal System for Award Management (SAM). Bidders on this work will be required to comply with the President's Executive Order No. 11246 & Order No. 11375 which prohibits discrimination in employment regarding race, creed, color, sex, or national origin. Bidders must comply with Title VI of the Civil Rights Act of 1964.

Any questions regarding this RFQ should be directed to:

Lee Bailey
864.476.8154
lbailey@cityofwoodruff.com

"EQUAL EMPLOYMENT OPPORTUNITY"

City of Woodruff Zoning Ordinance Updates and Downtown Strategic Plan

The City of Woodruff is seeking qualifications from consultants to assist in updating the Woodruff Zoning Ordinance and create a strategic plan for downtown business types and classifications.

BACKGROUND - The City of Woodruff is a rapidly growing small town with over 2,000 new homes to be developed within the next 24 months. In addition to this residential development, the city is seeing expansive commercial development and potential for new industry within the next few years.

In order to maintain the City's "small town charm" and ensure that the upcoming development will have a positive impact on quality of life for the Woodruff residents, it is vital that the City of Woodruff 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 be revitalized to draw visitors and create a vibrant atmosphere. There have been recent strides in downtown development and the city 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. The city is also looking to prohibit business types within the downtown Revitalization Overlay District that are overabundant or that are not beneficial to the downtown environment.

- **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 current active 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, one page, statement 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 City of Woodruff 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**
 - Redevelopment opportunities for vacant downtown buildings
 - Retail Leakage and Market Analysis

- **SUGGESTED APPROACH:**
 - Analysis of retail leakage and other data pertinent to creating the Downtown Strategic Plan
 - Review of existing Zoning Ordinance with consideration of recent development and current issues that are not addressed
 - Development of draft and final Zoning Ordinance and Downtown Strategic Plan Documents
 - Final presentation to City Council

- **DESIRED DELIVERABLES**
 - Executive summary
 - Vision statement
 - Implementation strategies
 - Cost estimates

- **RFQ NARRATIVE-** to include:
 - Address items in scope of service
 - Address desired deliverables
 - Address options for incorporating available in-kind services into project
 - Ability to meet established time frame
 - 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:

- September 3rd, 2021 –RFQ issued.
- October 15st, 2021 - Completed RFQ due by 4:00 p.m.
- November 1st 2021 –Review RFQs, follow-up with consultants, if necessary, consultant selection and contract negotiation
- November 30st, 2021 –Estimated project start.
- April 29th, 2021 –Project completion