



Request for Proposals

LIVABLE CENTERS INITIATIVE Park Place Multi-Modal Mixed Use Center Supplemental Study

**RFP Responses Due:
March 15, 2010**

ISSUED BY:

**Evermore
Community Improvement District
2463 Heritage Village, Suite 106
Snellville, GA 30078
www.evermorecid.org
(770) 979-5800**



Request for Proposals Livable Centers Initiative Corridor Study

**Evermore CID
Snellville, Gwinnett County, Georgia**

The Evermore Community Improvement District (CID) is seeking a professional consulting firm experienced with the Atlanta Regional Commission's LCI Study Program to undertake the development of an innovative transit oriented development study for the Park Place Activity Center (PPAC). The focus of this study will be on addressing points of congestion identified in the circulation analysis performed in earlier studies and determining the impact of transforming the former Olympic Tennis Stadium into a multi-purpose venue tied to a multi-modal transit hub.

Background

The Evermore CID is an organization of commercial property owners located on Highway 78 between Snellville and Stone Mountain East in Gwinnett County. The mission of the CID is to establish a vibrant, upscale destination area; improve business development opportunities; and enhance property values by developing and promoting coordinated transportation oriented development and community character improvements to benefit property owners, business owners, and residents along the Highway 78 corridor. The PPAC is the gateway to the Evermore corridor.

The Georgia DOT is now in the process of finishing a major project to replace the reversible lane system, and widen U.S. Hwy. 78 to six lanes between Snellville and Stone Mountain, adding a fixed median, dynamic signal modification and an Intelligent Traffic System (ITS). The completion of this project will also include installation of sidewalks along both sides of the highway. The GDOT project contains no funds for additional enhancements.

Qualifications and Capabilities

Qualified firms must demonstrate competence and experience in all areas of expertise required by the scope of services, including but not limited to multi-modal transportation planning and design, land use analysis, urban design, and project costing and prioritizing multi-phased projects. In order to evaluate the viability, use and anticipated traffic demand of the Olympic Tennis venue, the firm must either have or partner with a firm that has expertise in sports/entertainment facility planning, construction and marketing.

Qualified firms must also demonstrate competence in graphic and oral communication to large and diverse groups and expertise in facilitating consensus from multiple public and private interests related to the project. In addition, the firm must demonstrate the ability to develop large-scale projects and present samples of similar projects developed in Gwinnett County, Atlanta and / or other metro areas, which have been successful in creating a positive, upscale image.



In as much as the proposed CID improvements directly affect business and real estate interests, qualified firms must also demonstrate experience working successfully with a variety of commercial mixed-use development professionals, concert/ sports firms, as well as governmental entities, convention and visitors bureaus, municipalities and other CIDs.

Goals and Objectives

The LCI study will allow the CID to review and determine appropriate transportation oriented development, land uses, economic development opportunities, and new urban design to create a mixed-use, pedestrian friendly, upscale destination that not only supports, but also encourages alternate forms of transportation. The use of the stadium as a catalyst for economic development and revitalization must be directed in such a manner to address current and future transportation issues experienced on the Highway 78 corridor, including stadium ingress and egress, heavy pass through traffic and workforce commuting traffic.

- **Transit Oriented Development-** A major goal of the study would be to identify projects that could stimulate transportation oriented development. Currently, the automobile provides the primary means of transportation, as there is limited mass transit and no rail currently along the sprawling U.S. 78 corridor. The auto-dependent nature of the PPAC, the existing developments and the choke points identified in an analysis of the current road and highway configuration currently work in tandem to limit or prohibit access between developments and uses. Alternate transportation modes presently in use in the CID are limited. However, this corridor is currently served by GRTA and could soon be served by the Gwinnett County bus system and/or a transit station within the area proposed for study. These public transportation systems will compliment the recent addition of sidewalks and pedestrian lights installed by Georgia DOT. A strategic plan for PPAC transit oriented development and a list of recommended projects would be outcomes of the study.
- **Land Use-** The study should identify the opportunities for transit oriented development within the context of land use recommendations. The Hwy. 78 overlay district encompasses the entire 7.5 mile corridor and the Gwinnett County 2030 Unified Plan designated the Evermore corridor for mixed use along with some Class A office. The area is currently dominated by vacant big box retail and traditional strip center commercial development. Previous studies show the PPAC is a prime site for redevelopment due to the close proximity of transportation infrastructure, the adjacent Stone Mountain Park (with four million annual visitors) and the age of existing buildings. Only the former Olympic Tennis Stadium and surrounding property have any historic significance. The study should evaluate the viability of transforming the stadium into a multi-purpose sports/ entertainment venue as a catalyst for redevelopment and the possible effect this could have on land use and transportation planning within the context of a strategic land use plan. A complete evaluation of the existing overlay district in conjunction with a detailed market study will be vital in determining future growth and redevelopment potential.



- **Economic Development Opportunities-** The study should identify opportunities for the revitalization of the PPAC that could serve the gateway of the Evermore corridor and transform the market dynamics of South Gwinnett and North DeKalb counties. Additionally, the study should address the regional significance of the PPAC given that the amount of commuter and through traffic is significant. The analysis should identify and quantify the possibility of regional revitalization, since Hwy 78 stretches toward Athens and the University of Georgia. The close proximity to Decatur and the possibility of connecting transit ties to workforce training centers like Emory University, the Center for Disease Control, Georgia Tech and Georgia State Universities must be studied as a means of attracting and retaining companies. Key deliverables would include projections for added capital investment, job creation and economic impact analysis.
- **New Urbanism-** The study should concentrate on identifying the right mix of options where people can live, work and play. This should include the Tennis Center, Stone Mountain Park, sidewalks, pedestrian lights and the presence of a multi-modal transit hub. Retail, lifestyle and recreational amenities must be balanced with daytime employment centers and housing options. Workforce educational components and cultural and entertainment venues should also be explored within the study.

Key Components

1. Transportation Analysis

The consulting team will identify measures that should be taken to minimize congestion and maximize efficiency and utility within the PPAC boundaries by providing alternative modes of circulation between various land uses and to otherwise manage travel demand to and within the study area through creation of one or more effective transportation management systems. Ingress and egress to the stadium and major retail/redevelopment areas are among the greatest challenges. The feasibility and components of a multi-modal transit hub are important objectives of a strategic traffic plan. This plan must address the commuter traffic along the corridor, provide for future capacity, and create a focal point at the identified activity nodes within the PPAC. Additionally, the plan should include workforce and educational centers as previously identified. Connections to the other activity centers within the CID should also be included. This multi-nodal corridor, with numerous prominent developments that are linked by their location, relies on accessibility to both the highway system and the surrounding residential markets that they service. The total reliance on the automobile is what distinguishes the CID area from a typical CBD.

This study will provide an opportunity to introduce alternative transportation modes and pedestrian friendly policies and linkages to help shape the future development of this corridor as it undergoes the inevitable transition from a suburban community into a new urban center.

- Circulation analysis and recommendations
 - With current usage patterns
 - With stadium
 - Recommendations on traffic flow
 - Signal placement/ modification
 - Turn lanes
 - Parallel roads
 - Inter-parcel connectivity
- Multimodal transit hub
 - GRTA, Gwinnett County, etc...
 - Park & Ride
 - Bus Rapid Transit
 - Urban Circulatory Routes
 - Linkages to other hubs
 - MARTA tie-ins
 - Other
- Evaluation of stacked versus surface parking options
- Ingress and egress issues
- Economic impact analysis

2. Catalyst Sites for Redevelopment

A land use analysis and market study will provide the CID with the necessary information to seek out prospective developers and businesses for the development of a sustainable corridor and provide catalyst development sites. A key component of the study should be an in-depth evaluation of the former Olympic Tennis Center and its 7,200 seat stadium. A comprehensive strategic plan should, at a minimum, specify the following:

- Market analysis of potential uses
 - Sports
 - Concerts
 - Theatrical
 - Religious
 - Community events
 - Other
- Other potential revenue sources/ Naming rights
- Analysis of parking requirements and transit options
- Economic impact analysis
- Analysis of stadium configurations
- Recommendations on roof/ no roof/ expandable roof
- Market analysis of convention facility/ exhibition space
- Full project timeline
- Sponsorship goals and funding plans



- Resources required
- Budget projections to include projected cash outlay and revenue streams
- Facility upgrade(s) and timeline

3. Urban Design Analysis

The consulting team will provide an analysis of land use policies relative to the Gwinnett County 2030 Unified Plan regarding land use regulations, including the Zoning Ordinance and Development Regulations. Major intersections within the study area will be evaluated to determine ease of pedestrian use and safety. An analysis on best and first use for redevelopment of available space within the PPAC should include sites for retail, lifestyle, restaurant, hotel and entertainment venues. Finally, the consultant will inventory available land within the area to determine whether the potential for meeting any unmet housing needs is present. The resulting design recommendation will serve to unify the design features of the public and private investments in the study area to create a community identity as well as build upon the unique identities of the PPAC nodes.

Scope of Work

The Scope of Work encompasses a transportation multi-modal analysis, a land use analysis focused on redevelopment and an urban design policy analysis. The Park Place Activity Center Supplemental Study will evaluate and build upon the Gwinnett County 2030 Unified Plan, as well as previously completed LCI studies and site evaluation studies. The Study will concentrate on the transit linkages, the possible use of the stadium and redevelopment of key tracts within the PPAC, as well as various transportation improvements planned by Georgia DOT, Gwinnett DOT and the Evermore CID. The primary work tasks include research, public involvement, study development, data modeling and the project deliverables. The Hwy 78 Corridor, being a unique LCI project, requires additional study requirements including an inventory of pedestrian facilities, an access management plan, and consideration of the impact on adjacent routes among others. An Evermore Corridor Plan, presenting the analyses and recommendations, will comprise the final product of the Study.

Study Approach

The work of the Park Place Activity Center Supplemental Study will be managed by Jim Brooks, Executive Director of the Evermore Community Improvement District. The Study will be produced by a professional consulting team with capacity in transportation planning and urban design. The Team will review the comprehensive plans of Gwinnett County and all regulatory ordinances and policy documents. An existing conditions survey will be performed, identifying land use, property ownership, focal points, historic features, traffic patterns and volumes and pedestrian facilities.

A well-publicized public meeting will be held, most likely at the Evermore office, to present initial findings to the public, particularly stakeholders, and to solicit public input and identify new stakeholders. The Evermore CID board and staff, along with representatives from the selected study firm, will seek to engage an advocacy group to provide guidance and input for the



possible transportation plan, the revitalization of the stadium and the resulting ancillary public and private development. The advocacy group shall consist of government officials, as well as leaders and members of the community.

List of Deliverables

The goal of this task is to compile the results of the overall work effort, the study process, relevant findings, and recommendations into a summary document. Thirty five (35) printed copies of the summary document shall be provided to the CID, along with an electronic file (on CD) of the summary document in its original format and in .pdf format, an Excel spreadsheet of the five year action plan (following ARC template), shapefiles for relevant maps, and a separate folder with supporting graphics. The summary document shall, at a minimum, contain the following:

- A description of the study process and methodology, data gathering techniques and findings, and general study outcomes.
- A description demonstrating how the study addressed each of the required study components.
- Maps and other graphic depictions to support the plan that includes, but not limited to, overall study area, existing land use, future land use, existing transportation facilities, and proposed transportation improvements.
- A market or fiscal feasibility analysis that supports the plan recommendations
- An implementation strategy that describes the organizational structure and a process that will be used to ensure the action plan items described are implemented. Focus should be given to collaboration opportunities with other organizations.
- A 5-year schedule of actions that are planned in the study area to implement the study goals, programs and projects. Schedules should include start date, completion date, cost estimate and responsible party. This schedule should include specific actions that implement the findings from each of the study components, including but not limited to:
 - A five (5) year prioritized description of transportation improvement projects (local, state and federal) that will support the study area goals;
 - A description of redevelopment strategies, particularly for catalyst sites, mixed - use developments and transit oriented developments;
 - A description of the changes necessary within the comprehensive plan, zoning ordinances, development regulations or other locally adopted plans to support study actions.

In addition, a population and employment data section shall be included as part of the LCI study summary. This section shall contain a comparison of development under current conditions and development under the proposed LCI plan.



The data in this section shall also contain the following:

Transit Hub & Stadium Impact

- Number of people attending events
- Number of people using transit options
- Purchases and expenditures
- Employment
- Reduction in Vehicle Miles Traveled
- Environmental impact

Employment Data

- Number of existing jobs
- Number of anticipated jobs
- Square feet of future non-residential development

Capital Investment

- Construction
- Equipment

Combined Economic Impact Analysis

Additional Corridor Requirements

Corridor plans must seek to create efficiency in the transportation system through land use changes and create a readiness for transit and pedestrian activities. To support this, and in addition to meeting the requirements delineated for centers, corridor studies must also include those items contained in the “Attachment A – Scope of Work” such as preferred transit options, stadium recommendations, an inventory of pedestrian facilities, an access management plan, analysis supporting land use changes, typical ROW cross-sections and concept plans, and the impact proposed changes may have on alternative routes.

Final Product

The selected firm must show that it can conduct the study and deliver its results and recommendations, including the list of deliverables and an executive summary describing the transportation alternatives, on or before **May 15th, 2010**. The final product shall include a single unbound copy and the consultant shall provide thirty five (35) printed and bound copies (in color), along with three (3) electronic copies of the document and graphics to the CID stored on CD or jump drive. All contents, graphics, maps, products, etc. generated by this project will become the property of the CID. The CID shall forward the required number of copies to ARC.



Proposal Submittal

Thirty five (35) bound copies of the firm's response to the RFP, along with three (3) electronic copies of the document and graphics stored on CD or jump drive, must be submitted to the CID on or before **12:00 noon on March 15th, 2010**, to: Jim Brooks, Executive Director, Evermore CID at 2463 Heritage Village, Suite 106, Snellville, Georgia, 30078

Content and Length

Responses to the RFP are limited to twenty (25) pages. At a minimum, the following shall be included:

- Experience working with creative solutions to transportation and urban design projects,
- Demonstrated experience (direct or via a subcontracted firm) working with sports/entertainment venues,
- If using subcontracting firms, they must be identified and qualified,
- References for the firm, as well as for their subcontractors,
- Project approach,
- Availability of key personnel and percentage of time that key staff will be assigned to the project,
- Rate schedule for all personnel participating in study, and
- Fee proposal.

Procedure for Consultant Selection

1. Proposals will be evaluated by a panel consisting of representatives from the Evermore CID, and/or a representative from ARC.
2. Consultant proposals shall be evaluated on the following items:
 - Project understanding and approach
 - Experience and availability of key staff assigned to project
 - Percentage of time key personnel are assigned to project
 - Experience working with transportation, sports/entertainment venues and urban design
 - Interview (if appropriate)
 - Fee Proposal
3. The CID may then short-list to one or more firms.
4. One or more firms may be invited to an interview. If an interview is held, the firms to be interviewed will be given at least a three (3) day notice.
5. The CID may, at its discretion, negotiate the scope of work.
6. Selection will be determined by an evaluation of the approach proposed by the consultant, price structure and consultant interview, if applicable.
7. Contract with consultant is contingent upon ARC and/ or DOT approval.



Interviews

Interviews may be required of short listed applicants. If an interview is required, it will be held on **March 19th, 2010**. Final notification will be given by email and/or telephone.

Right of Acceptance or Rejection

The CID reserves the right to reject any and all proposals or to waive any irregularity or informality in any proposal or in the RFP procedure and to be the sole judge of the responsibility of any applicant and of the suitability of the materials and/or services to be rendered.

Schedule of Events

This Request for Proposals will be governed by the following schedule:

2/15/10	Release of RFP/ Posting on Evermore website
2/22/10	Deadline for written questions
2/26/10	Answers to questions posted on the Evermore website
3/01/10	Bidders conference, 1 p.m. at Evermore offices
3/15/10	Proposals due, 12:00 noon
3/17/10	Announcement of short listed firms
3/19/10	Interviews of shortlisted firms (if appropriate)
3/31/10	Contract award is announced (on or before)
4/05/10	Contractor begins work within five (5) days of contract award (no later than 4/05/10)
5/15/10	Final product/ study results delivered

Costs for Preparation

The CID is not liable for any costs by applicants prior to the signing of the contract.

Evermore CID Contact

Mr. Jim Brooks, Executive Director
Evermore Community Improvement District
P.O. Box 412
2463 Heritage Village, Suite 106
Snellville, Georgia 30078-0412
(770) 979-5800
Fax (770) 979-0712
jimbrooks@evermorecid.org



ATTACHMENT A

Scope of Work

I. General

The work to be accomplished is in support of the Atlanta Regional Commission (ARC) supplemental grant:

Cost Center 002 CAS – Livable Centers Initiative (LCI)

II. Area Covered

All the necessary services provided in this sub-grant contract will support the study of LCI related programs and projects within the Park Place Activity Center, located on or near Highway 78 and Park Place within the Evermore Community Improvement District of Gwinnett County, Georgia. The project scope of work includes, but is not limited by the items delineated, but must also encompass all the points raised in the text of the RFP.

III. Goal

The LCI Program seeks to increase the use of alternatives to Single occupancy vehicles (SOV) by developing transportation oriented development projects to improve accessibility, expand mixed-use development and support new urban development and revitalization. Evaluation of existing structures and the development of likely scenarios for change should include recommendations for future investment that will support ARC's Livable Centers Initiative.

IV. Methodology

The work to be accomplished under this project shall include...

- A description of the study process and methodology,
- Data gathering techniques and findings,
- General study outcomes,
- How the study addressed each of the required study components,
- A market or fiscal feasibility analysis that supports the plan recommendations,
- An implementation strategy, that describes the organizational structure,
- A process, that will be used to ensure the action items described are implemented.
- A 5-year schedule of actions that are planned,
- Schedules that include start date, completion date, cost estimate and responsible party,
- A description of redevelopment strategies, particularly for catalyst sites, mixed - use developments and transit oriented developments,
- A description of the changes necessary within the comprehensive plan, zoning ordinances, development regulations or other locally adopted plans to support study actions.

In addition, a population and employment data section shall be included as part of the LCI study summary. This section shall contain a comparison of development under current conditions and development under the proposed LCI plan.



V. Task Areas

The findings of the study should be divided into four task areas:

- **Transit Oriented Development** - The study would be to identify projects that could stimulate transportation oriented development. A strategic plan for PPAC transit oriented development and a list of recommended projects would be outcomes of the study. The report would include...
 - A 5-year prioritized description of transportation improvement projects (local, state and federal) that will support the study area goals,
 - Measures that should be taken to minimize congestion and maximize efficiency and utility within the PPAC boundaries,
 - Alternative modes of circulation between various land uses and to otherwise manage travel demand to and within the study area through creation of one or more effective transportation management systems,
 - Ingress and egress to the stadium and major retail/redevelopment areas,
 - Feasibility and components of a multi-modal transit hub,
 - Recommendations to address commuter traffic along the corridor,
 - Connectivity options to workforce and educational centers,
 - A feasibility ranking of alternative transit options,
 - Pedestrian friendly policies and linkages,
 - Circulation analysis and recommendations on traffic flow,
 - Signal placement/ modification,
 - Turn lanes,
 - Parallel roads,
 - Inter-parcel connectivity,
 - Multimodal transit hub,
 - Evaluation of stacked versus surface parking options,
 - Stadium Ingress and egress issues,
 - Economic impact analysis.
- **Land Use** - The study should evaluate the viability of transforming the stadium into a multi-purpose sports/ entertainment venue as a catalyst for redevelopment and the possible effect this could have on land use and transportation planning within the context of a strategic land use plan. This should include...
 - A complete evaluation of the existing overlay district in conjunction with a detailed market study will be vital in determining future growth and redevelopment potential.
 - An in-depth evaluation of the former Olympic Tennis Center and its 7,200 seat stadium.



- A comprehensive strategic plan for the stadium should, at a minimum, include an analysis of the following:
 - Market analysis of potential uses
 - Sports (Tennis, volleyball, gymnastics, wrestling, martial arts, etc.)
 - Concerts (Light rock, country, jazz/pop, Christian, etc.)
 - Theatrical (Theatre in the round, musicals, etc.)
 - Religious (Evangelical, revivals, etc.)
 - Community events (Graduations, meetings, etc.)
 - Other
 - Other potential revenue sources/ Naming rights
 - Analysis of parking requirements and transit options
 - Economic impact analysis
 - Analysis of stadium configurations
 - Recommendations on roof/ no roof/ expandable roof
 - Market analysis of convention facility/ exhibition space
 - Full project timeline
 - Sponsorship goals and funding plans
 - An ultimate recommendation on the viability of the stadium.
 - An inventory of available sites for redevelopment, along with suggestions such as mixed-use, retail, hotels, convention centers, office and residential.
 - Recommendations should include pedestrian friendly options, green space and lifestyle changes.
- **Economic Development Opportunities** - The study should identify opportunities for the revitalization of the PPAC that could serve the gateway of the Evermore corridor and transform the market dynamics of South Gwinnett and North DeKalb counties.
 - Address the regional significance of the PPAC given that the amount of commuter and through traffic,
 - Identify and quantify the possibility of regional revitalization,
 - Evaluate the benefits of connectivity to
 - Athens and the University of Georgia,
 - Decatur and the possibility of connecting transit ties,
 - Emory University,
 - The Center for Disease Control,
 - Georgia Tech and Georgia State Universities.
 - Analyze the impact of recommendations on recruiting employers to locate within the area, as well as the impact on the viability of existing business.
 - Key deliverables would include projections for added capital investment, job creation and economic impact analysis.



- **New Urbanism** - The study should concentrate on identifying the right mix of options where people can live, work and play.
 - The Tennis Center,
 - Stone Mountain Park,
 - Sidewalks, pedestrian lights, etc.
 - The presence of a multi-modal transit hub.
 - Retail, lifestyle and recreational amenities,
 - Daytime employment centers,
 - Housing options,
 - Workforce educational components,
 - Cultural and entertainment venues.