



The City of Charleston
Procurement Division
75 Calhoun Street, Suite 3500
Charleston, South Carolina 29401
P) 843-724-7312 F) 843-720-3872
www.charleston-sc.gov

Proposal Number: 16-P026C Proposals will be received until: October 4, 2016 @ 12:00pm	
Proposal Title: West Ashley Master Plan	
Pre-Proposal Meeting: September 1, 2016 @ 2:00pm, 2 George Street, Public Meeting Room, 1 st Floor	
Mailing Date: August 19, 2016 Direct Inquiries to: Gary Cooper, Procurement Director	
Vendor Name:	FEIN/SS#:
Vendor Address:	
City – State – Zip:	
Telephone Number:	Fax Number:
Minority or Women Owned Business: Are you a certified Minority or Women-Owned business in the State of South Carolina? <input type="checkbox"/> Yes <input type="checkbox"/> No If so, please provide a copy of your certificate with your response.	
Authorized Signature: _____	Title: _____
Date: _____	
I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for the same materials, supplies, equipment or services and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this bid and certify that I am authorized to sign this bid for the bidder. This signed page must be included with bid submission.	

IMPORTANT

1. This solicitation does not commit the City of Charleston to award a contract, to pay any costs incurred in the preparation of applications submitted, or to procure or contract for the services. The City reserves the right to accept or reject any, all or any part of any proposal received as a result of this Solicitation, or to cancel in part or in its entirety this Solicitation if it is in the best interest of the City to do so. The City shall be the sole judge as to whether proposals submitted meet all requirements contained in this solicitation.
2. Offeror may **mail**, or **hand-deliver** response to the Procurement Division. **Do Not Fax** in the proposal response. Please show the solicitation number on the outside of any mailing package. The City of Charleston assumes no responsibility for unmarked or improperly marked envelopes. If directing any other correspondence to the Procurement Division not related to the solicitation, please do not include the solicitation number on the envelope. If the Bidder chooses not to respond to this solicitation, it is recommended to return the "No Bid Response Form" to our office.
3. **DEADLINE FOR SUBMISSION OF OFFER:** Any proposal or offer received after the Procurement Director of the governmental body or his designee has declared that the time set for opening has arrived, shall be rejected unless the offer has been delivered to the designated purchasing office or the governmental bodies' mail room which services that purchasing office prior to the proposal opening. [R.19-445.2070(H)]
4. Questions regarding this solicitation must be submitted to Gary Cooper or Robin Barrett-Robinson in writing no later than 12:00pm on September 6, 2016. Questions may either be faxed to 843-720-3872 or emailed to Gary Cooper, cooperg@charleston-sc.gov or Robin Barrett-Robinson @ robinsonr@charleston-sc.gov.

Preface: West Ashley

A Better Life, Every Generation

The City of Charleston has the goal of completing a master plan for West Ashley. West Ashley is the first-ring suburb of Charleston situated on the west side of the Ashley River across from the downtown peninsula (Exhibit A). Historically, West Ashley is the 1670 founding site of Charles Towne and of the state of South Carolina. For almost 300 years, West Ashley was a farming community and the historic plantations still line a portion of the Ashley River. The area of West Ashley closest to the Charleston peninsula contains early twentieth-century and post-World War II residential neighborhoods and a historic freedman's settlement.

From the 1970's-1990's West Ashley experienced tremendous residential and commercial growth as the area became more accessible through an interstate highway extension and other infrastructure improvements. Today, conventional suburban development occupies most of West Ashley. West Ashley's most successful commercial areas are recently revitalized 1950's era retail districts that include local restaurants and design oriented businesses. Conversely, other commercial areas include outdated and underutilized strip centers, vacant or underperforming big boxes, and a declining regional mall. Key commercial corridors are inconsistent in quality, appearance and function.

Looking forward, West Ashley's future is promising. West Ashley lives better than it presents and has great neighborhoods and parks that are attracting a growing residential population. Residents are purchasing homes and making substantial investments in renovations. Older retail centers have many tenant terms coming to an end which provides opportunity for redevelopment. Furthermore, the City of Charleston has a renewed focus on West Ashley. Leading this charge with new initiatives, plans and staffing is new Mayor John Tecklenburg.

West Ashley Population Statistics (Census 2010, ESRI Business Analyst):

- Area: Approx. 45 square miles
- 2015 Population for all of West Ashley (City + PSD): 73,007 (60,878 in the City, which is approximately 45% of City of Charleston total population)
- Households: 33,219
- Families: 18,715
- Owner Occupied Housing Units: 18,718
- Renter Occupied Housing Units: 14,501
- Median Age: 37.8
- Median Household Income: \$52,709

Residential Building Permits Issued in 2015 (single-family + multi-family): 518 (<http://www.charleston-sc.gov/DocumentCenter/View/10359>)

A. Purpose

The City of Charleston, South Carolina is seeking consultants or consultant teams to develop a comprehensive master plan for the suburban district of the City of Charleston known as West Ashley (Exhibit A). The Master Plan will be used as a guide for establishing policies and priorities for coordinated development/redevelopment, land use planning, and budgetary preparation. It should include policy statements, goals, objectives, guidelines, maps and graphics that can serve as a foundation for future land use decisions. It should serve as both a guide and the impetus for an anticipated update to the City's Zoning, Land Use, and Development Ordinances. The plan should provide strategies and

goals to encourage economic development, quality residential and commercial growth, revitalization of obsolete auto-centric commercial areas, and general improvements for the protection of the quality of life for West Ashley's residents and businesses. At last, the West Ashley Master Plan should coordinate City policies at all scales using the same overall principles so that the plan can operate cohesively and guide the efforts of the City's many stakeholders and decision makers at every level.

B. Scope of Work

The West Ashley Master Plan should provide the basis for West Ashley's regulations and policies that guide its physical and economic development. The West Ashley Master Plan should establish priorities for public action and direction for complementary private decisions. The West Ashley Master Plan should contain illustrative plans, diagrams, maps, and pictures to make its concepts clear and accessible to City officials, residents, developers, community groups, and other stakeholders. The West Ashley Master Plan should provide a flexible framework that can be updated, revised, and improved upon over time to stay relevant to the issues the City must confront as well as the ambitions the City chooses to pursue.

This plan should serve as a tool to evaluate new development proposals and direct capital improvements and to guide public policy in a manner that ensures that West Ashley continues to be the community that its citizens desire it to be. The plan should be divided into elements that include goals and policies that set broad policy directions and identify specific actions that will enhance West Ashley's quality of life, respect its natural environs, and support complementary economic growth and development.

Structure of the Master Plan

Each element of the plan should contain, but not be limited to the following sections:

- *Current Conditions:* A discussion of existing circumstances about both the physical City and current City policy;
- *Community Concerns:* Consensus concerns expressed by community members as part of the public involvement process of meetings, charrettes, and interviews that were conducted early in the planning process;
- *Strategies for Addressing Community Concerns:* Policy discussions and recommendations with illustrative plans and renderings that articulate strategies to be accomplished through City actions and partnerships among local governmental agencies, private sector businesses, community organizations, and neighborhood residents; and
- *Goals and Policies:* Each goal summarizes the desired end-state for a particular subject based on the community's vision. Policies identify implementation actions and the principles that form the basis for City regulations and procedures and for desired actions by the greater community.

Overall Goals of the Master Plan

Through the charrette process and meetings with public officials, the West Ashley Master Plan should establish, but not be limited to the following guiding principles:

- Regional Land Use Patterns: Encourage infill development within West Ashley over peripheral expansion to conserve environmental resources, spur economic investment, repair social fabric, reduce the cost of providing infrastructure and services, and reclaim abandoned areas;

- Urban Design: Incentivize development projects of exemplary location and design throughout West Ashley via catalytic small area plans;
- The Retrofit of Suburbia: Implementation strategies should be focused on the various scales of retrofitting suburbia;
- Market Driven Recommendations: The plan should assess current market conditions and existing stakeholders and provide development options for sites identified as opportunities. The plan should also identify ways to jump-start private sector development investment through the development of incentives that should maximize return on public investment.
- Transportation: West Ashley should be connected through meaningful travel options and land-use patterns that support mobility, walkability, livability, and sustainability.
- Public Facilities: Provide community services and facilities that meet the physical, educational, and recreational needs of all segments of the City's community including those associated with drainage, recreational, parks, open space, and public safety.
- Housing: To provide housing in West Ashley through complete, connected neighborhoods containing quality, affordable, and accessible choices to serve all income levels and age groups.
- Economic Development: Build a foundation for economic prosperity that nurtures an atmosphere of innovation, increases quality of life to attract national and international talent, offers high-quality infrastructure, improves education and workforce development, and increases tourism.
- Health: Improve the overall physical and mental health of West Ashley citizens by increasing the quality of life in the region.
- Sustainability: Secure the viability of environmental resources for West Ashley's people, flora, and fauna so that future generations may experience a constantly improving environment that is always more resilient than that of the previous generation.
- Stormwater: Provide innovative and sustainable strategies for addressing complex stormwater drainage systems including but not limited to stormwater strategies involved in the retrofit of suburbia.

Plan Implementation

This Master Plan is intended to play a pivotal role in shaping the future of West Ashley. A comprehensive implementation strategy should include, but not be limited to the following:

- Annual Work Programs and Budgets: The City of Charleston should be cognizant of the recommendations of the West Ashley Master Plan when preparing annual work programs and budgets;
- Development Approvals: The approvals process for development proposals, including rezoning and subdivision plats, should be a central means of implementing the West Ashley Master Plan. The zoning regulations and the subdivision regulations should be updated in response to regulatory strategies presented in the West Ashley Master Plan;

- **Capital Improvement Plans:** The City's capital improvement plans (CIP) and long-range utility, and transportation plans should be prepared consistent with the West Ashley Master Plan's land use policies and infrastructure recommendations (water, sewer, stormwater, transportation, and parks/recreation);
- **Economic Incentives:** Economic incentives should carry out Master Plan goals and policies. Geographic areas identified by the illustrative plans should have high priorities for incentives and public/private partnerships; and
- **Private Development Decisions:** Property owners and developers should consider the strategies and recommendations of the Master Plan in their own land planning and investment decisions. Public decision-makers will be using the Master Plan as a guide in their development-related deliberations.

C. Community Involvement

Community involvement is key to a successful plan. Submitting firms should provide a methodology for community participation that allows for the active involvement of City Council, the local business community, and the citizens of West Ashley. The consultant should plan to utilize local television stations and social media to disseminate information to the public. The City of Charleston will provide coordination of meetings and a staff contact for the duration of the project.

D. Schedule

Submittals should include a proposed schedule for the project. The City would prefer that the project be completed within six (6) months of the approval of the contract for the project.

E. Preliminary Project Timetable

- August 19, 2016: West Ashley Master Plan RFQ Issued
- September 1, 2016, 2:00 PM: West Ashley Master Plan Pre-Proposal Conference at the City of Charleston, 2 George Street, Public Meeting Room, 1st Floor, Charleston, SC 29401.
- September 6, 2016, 12:00 PM: West Ashley Master Plan Pre-Proposal Questions Due
- September 13, 2016: Responses to Pre-Proposal Questions Released
- October 4, 2016, 12:00 PM: West Ashley Master Plan RFQ Submittals Due
- October 31 - November 4, 2016: West Ashley Master Plan Short-List Interviews to be held at the City of Charleston offices. Specific date and location to be determined.
- December 6, 2016: West Ashley Master Plan Contract Awarded
- January 2017: West Ashley Master Plan Process Commences
- June 2017: West Ashley Master Plan Presented to City Council for Adoption

F. Proposal Evaluation Factors

The following evaluation criteria will be utilized when reviewing West Ashley Master Plan proposals:

- 1) *Qualifications in Relation to Specific Project to be Performed:* Information reflecting qualifications of the firm. Indicated specialized experience and technical competence of the firm

in connection with the type and complexity of the service required. Subcontractors, if used, should be listed with information on their organization.

- 2) *Experience, Competence, and Capacity for Performance:* Information reflecting the names, titles, and qualifications (including experience and technical competence) of the major personnel assigned to this specific project. Provide detailed breakdown of subcontractor's staff to be used and how they are to be used to supplement your staff.
- 3) *Proposed Method of Doing Work:* A proposed work plan (description of how the project would be conducted as well as other facts concerning approach to scope you wish to present) indicating methods and schedules for accomplishing each phase of work. Include with this the amount of work presently underway.
- 4) *Past Performance:* Previous evaluations will be considered a significant factor. If previous evaluations with the City are not available, the professional firm's past performance records with City and others will be used, including quality of work, timely performance, diligence, ability to meet past budgets, and any other pertinent information. Firm will provide a list of similar jobs performed and person whom we can contact for information.

G. Proposal Submittal Requirements

Prospective consultants should submit one (1) unbound original, fifteen (15) bound copies and one electronic version of the proposal (Flash Drive or CD). Proposals should include the following information:

- The name, address, phone, fax, and email address of a contact person from the submitting firm.
- A proposed scope of services for the West Ashley Master Plan.
- A community involvement methodology.
- A staffing plan that identifies the individuals involved in the effort along with their experience and resumes. The staffing plan should identify who the project manager will be along with any team structure for multiple firms submitting.
- Proposed project schedule.
- Similar project experience and results related to: (1) the retrofit of suburbia, (2) physical master planning, and (3) community involvement.
- Qualifications of team members.
- A minimum of five references from clients with completed similar projects. Any other supporting documentation.
- Proposed budget to create the West Ashley Master Plan, which should be provided separately in a sealed envelope.
- All pages from the RFP that required information being filled in.

Exhibit A

Map of West Ashley

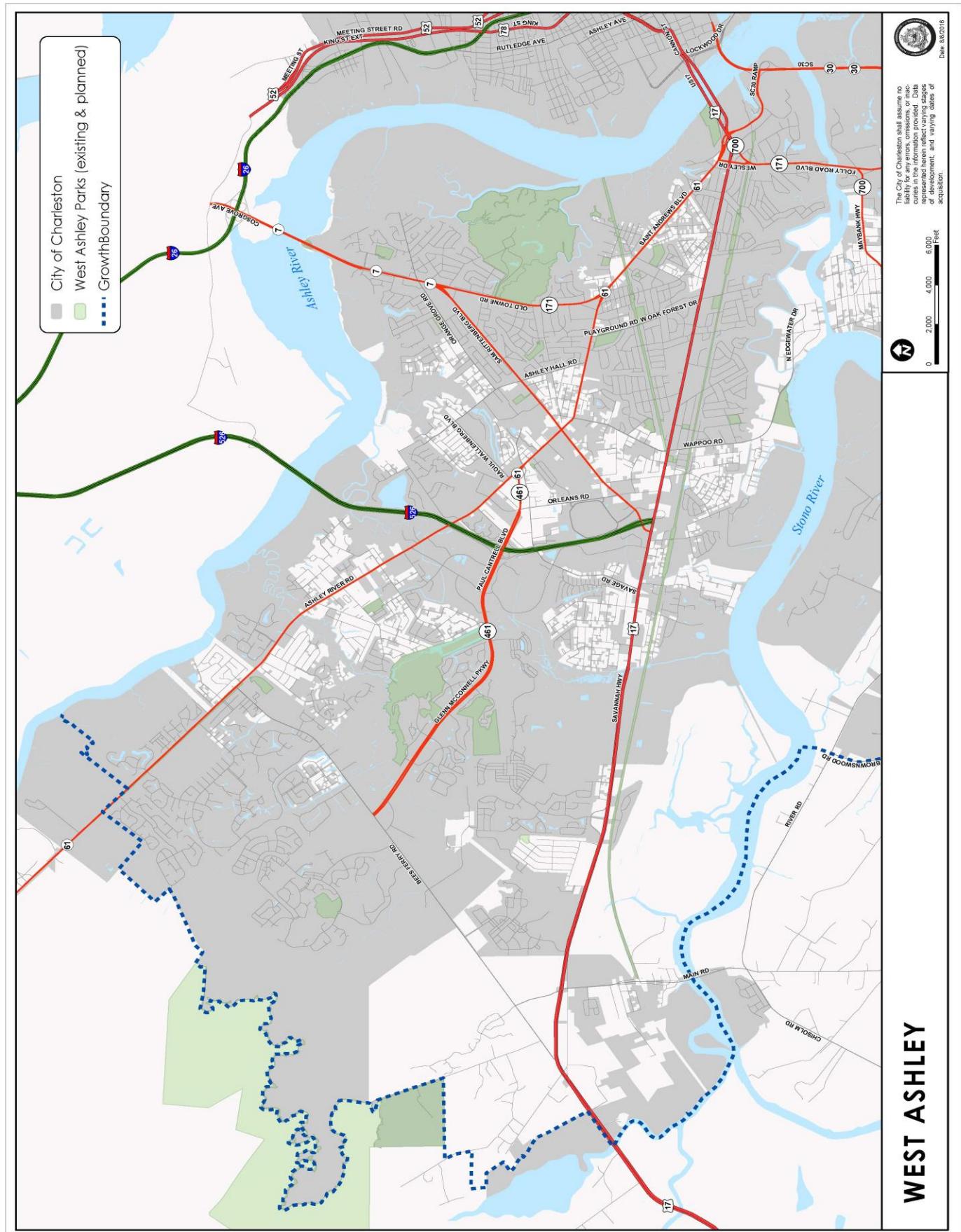


Exhibit B

West Ashley Maps (Zoning, Council Districts, Parks)

Available at www.charleston-sc.gov/westashley

Exhibit C

2016 West Ashley Initiatives

Available at www.charleston-sc.gov/westashley

Exhibit D

West Ashley Revitalization Plan & TIF

Available at www.charleston-sc.gov/westashley

Exhibit E

Dupont | Wappoo Planning Area

Available at www.charleston-sc.gov/westashley

Exhibit F

West Ashley Legare Bridge Bike & Pedestrian Lane (White Paper)

Available at www.charleston-sc.gov/westashley

Exhibit G

West Ashley Retail Report

Available at www.charleston-sc.gov/westashley

Exhibit H

City of Charleston Design Division 2014 Report: Sam Rittenberg

Available at www.charleston-sc.gov/westashley

Exhibit I

City of Charleston Design Division 2014 Report: Citadel Mall

Available at www.charleston-sc.gov/westashley

Exhibit J

West Ashley Strategic Plan (2014)

Available at www.charleston-sc.gov/westashley

Exhibit K

West Ashley Economic Development Study (2013)

Available at www.charleston-sc.gov/westashley

Exhibit L

West Ashley Greenway Plan (2009)

Available at www.charleston-sc.gov/westashley

Exhibit M

Old Charles Towne District Charrette (2000)

Available at www.charleston-sc.gov/westashley

Vendor's Checklist

1. Did you provide required information and sign the front page of the solicitation?
 Yes No
2. Did you sign the Certificate of Familiarity form?
 Yes No
3. Did you sign the City of Charleston M/WBE Compliance Provisions forms?
 Yes No
4. Did you sign the applicable Affidavit?
 Yes No
5. Did you mark your "Original" Bid and provide the required # of copies?
 Yes No
6. Did you complete and include all pricing sheets?
 Yes No
7. Did you include the required references?
 Yes No
8. Did you provide a copy of insurance and all other documentation requested?
 Yes No
9. Did you include and sign any addenda?
 Yes No
10. Did you double check to make sure you have included everything that is requested?
 Yes No

If you have any concerns, please do not wait until after opening to raise them. **At that point, it is too late. If this solicitation includes a pre-bid conference or a question & answer period, raise your questions during this time.** Please read the bid carefully.

This checklist is included only as a reminder to help Bidders avoid common mistakes. Responsiveness will be evaluated against the solicitation, **not** against this checklist. You do not need to return this checklist with your response.