

# REQUEST FOR PROPOSALS

## BATESBURG-LEESVILLE MASTER PLAN

# THE TOWN OF *Batesburg-Leesville*

Town of Batesburg-Leesville  
P.O. Box 2329  
120-A West Church Street (29006)  
Batesburg-Leesville, SC 29070

January 4, 2019

**Submittal Deadline January 30, 2019 by 5:00 P.M. EST**

Request for Proposals  
Town of Batesburg-Leesville  
Batesburg-Leesville Master Plan

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Batesburg-Leesville Master Plan  
Town of Batesburg-Leesville, South Carolina**

**SUMMARY**

The Town of Batesburg-Leesville is requesting proposals from specialized consulting firms with experience in master planning and design to work in partnership with the Town in developing an innovative and comprehensive development plan for the revitalization of two historic business districts, two town parks, and the conversion of a historic national registry listed auditorium into a performing arts theatre. This plan is intended to serve as a policy and visual guide for the use of public investments and to spur private investments. The Master Plan will build off the Town's Strategic Plan which was created and approved by Council in 2017 and Master Plan of 2002 (with draft updates in 2010). Upon adoption, the Master Plan will provide the framework necessary to revitalize key economic drivers in our community and lead to greater economic development opportunities, increased tourism, and growth. Through this effort the Town anticipates a strengthening business climate, expanding tax base, and the creation of vibrant destinations for residents and visitors.

**BACKGROUND INFORMATION**

The Town of Batesburg-Leesville is a close-knit community of 5,500 residents on the western edge of Lexington County. Home to good schools and great bar-b-que, Batesburg-Leesville is seeing growth in economic development after devastating closures of two mills in the 1990's. Over the last four years, more than \$13 million has been spent by businesses to open new stores or redevelop existing properties. The Town has also made substantial investments of its own to attract businesses and industries, including \$1.8 million in water and sewer upgrades to its industrial park. Despite all of this, several areas of town including parts of the historic downtowns, parks, and town theatre are in need of revitalization efforts.

Through the development and implementation of a Master Plan, the town's quality of life will be significantly enhanced and lead to a greater sense of community, increased happiness, and more opportunities for visitors, businesses, and residents. Batesburg-Leesville is a good place to live, work and play, but needs a strategic vision to transform it into a great community for decades to come.

**SCOPE OF SERVICES**

Responding firms should submit a written description of the general approach to the work demonstrating a basic understanding of the project requirements as outlined below. The Master Plan will encompass the following areas of the community:

- Batesburg Business District
- Leesville Business District
- Wilson Street Park
- Leesville College Park
- Haynes Auditorium

Interested firms should submit a written description of the general approach to the work demonstrating a basic understanding of the project requirements outlined, but not limited to, the following:

- A. Produce a comprehensive master plan document including maps and graphics, summaries of research efforts, goals and policies and recommended guidelines and standards.
- B. Inventory and analysis of existing public facilities.

- C. Conduct market analysis to determine current and projected community needs and trends. Include demographics of current and projected Batesburg-Leesville population.
- D. Facilitate community visioning input and participation workshops and conduct surveys in development of the master plan. Sessions should ensure a broad cross-section of stakeholders.
- E. Conduct an architectural review of the Haynes Auditorium complex.
- F. Incorporate connectivity elements of the Batesburg-Leesville Pedestrian and Bike study.
- G. Determine capital costs for specific recommendations, improvements, expansions, or creation of new facilities.
- H. Facilitate team meetings and presentations to senior management and elected officials.
- I. All other services customarily furnished by a consultant on similar projects.

### **DELIVERABLES**

The selected consultant will provide to the Town the following:

- Digital copy of all reference data and preliminary study documents.
- Power point presentation of the new plan for promotional purposes.
- Print ready digital copy of the plan.
- 25 copies of final plan.
- Conceptual drawings, both hand-drawn and computer generated. (A range of 12 to 18 is acceptable). Drawings should be of sufficient size to display in Town Hall and durable enough to be shown throughout the community.
- Electronic maps provided in an acceptable format.
- Wall sized display defining goals and timeline.

### **TIMELINE**

The Town proposes the following timeline with all activities being completed within 12 months:

- January 4, 2019 - publish Request for Proposals (RFP)
- January 30, 2019 – Request for Proposals Deadline
- February 2019 – Council selection of consulting firm
- March-August 2019 – Research, design, conduct public input sessions
- August-October 2019 – Draft Batesburg-Leesville Master Plan
- November 2019 – Present draft Batesburg-Leesville Master Plan to Council
- December 2019 – Presentation of final plan and approval by Council

### **REFERENCE MATERIALS**

The following reference materials can be found online.

- 2002 Master Plan with 2010 updates
- 2017 Strategic Plan

Website: <http://batesburg-leesville.org/rfpsbid-opportunities>

### **RESPONSE REQUIREMENTS AND INSTRUCTIONS**

Consultants interested in the project are invited to submit a proposal that validates experience in the key areas aforementioned in the format below:

- I. Cover Letter printed on the respondent's letterhead and signed by a principal of the respondent's company.
- II. Identify through a narrative discussion your experience and approach in preparing master plans and or redevelopment plans. Provide specific examples of studies that highlight experience in key areas. Provide work examples as needed. Include a proposed schedule for the work and list of products to be produced.
- III. Provide resumes or description of personnel intended to serve on the project team. Indicate the project manager for the project and describe the role and responsibilities of each professional.
- IV. Provide client references for similar studies including contact persons, addresses, email addresses, and telephone numbers.
- V. Indicate availability for the project including an available start date and any other conditions that restrict availability of work on this project. Describe current workload in relation to company resources.
- VI. Submittals should include a detailed description of the proposed cost for the services requested. This should include the hourly rates (inclusive of overhead and profit) for personnel or personnel categories. It should identify the total cost for completing each defined work task separately, including direct and indirect costs. The proposal should be signed by the person responsible for the decisions as to costs and services being offered.

Responses to this RFP will be accepted until 5:00pm on January 30, 2019. Submittals must be mailed, emailed or delivered to the following:

<b><u>Contact Person</u></b>	<b><u>Mail</u></b>	<b><u>Delivery</u></b>
Seth Duncan Assistant Town Manager <a href="mailto:sduncan@batesburg-leesville.org">sduncan@batesburg-leesville.org</a> (803) 532-4601	Town of Batesburg-Leesville P.O. Box 2329 Batesburg-Leesville, SC 29070	Town of Batesburg-Leesville 120-A West Church Street Batesburg-Leesville, SC 29006

Late submittals will not be considered.

The deadline for questions to be received in writing will be seven (7) calendar days prior to the proposal due date and time, to allow for a response to be provided in the last addendum if necessary.

### **EVALUATION CRITERIA**

A Selection Committee of Town Staff, Town Officials, and/or other designated participants will review the proposals. The rating system below will be used in the evaluation process:

- A. 60% - Experience / Technical Competence: This includes the personnel directly involved with the preparation of the study, experience with similar communities, past performance, and references.
- B. 20% - Innovativeness: The use of unique analytical tools, community decision making processes and/or cutting-edge approaches to creative problem solving.
- C. 20% - Presentation/Packing: This includes the effectiveness of the document in communicating the response, cohesiveness of presentation, and packaging of ideas.