



CITY OF ATLANTA

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DEPARTMENT OF PROCUREMENT
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CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
asmith@atlantaga.gov

April 26, 2016

Dear Potential Proponents:

Re: FC-8759, Council District Three: Neighborhood Master Plan

Attached is one (1) copy of **Addendum Number 1**, which is hereby made a part of the above-referenced solicitation.

For additional information, please contact LaVern F. Tate, Esq., Contracting Officer, at (404) 865-8996 or by email at lftate@atlantaga.gov.

Sincerely,

A handwritten signature in blue ink that reads "Adam L. Smith".

Adam L. Smith

ALS/lft



ADDENDUM NO. 1

This Addendum No.1 forms a part of the Request for Proposals and modifies the original solicitation package as noted below and is issued to incorporate the following:

- **Revision to Exhibit A, Scope of Services, Section 1.9:** Attachment A
- **Response to Questions:** Attachment B (Total of 4 questions)
- **Map of Study Area:** Attachment C
- **Revision to Proposal Due Date**
Proposals are due Friday, May 13, 2016.

The Proposal due date HAS been modified and Proposals are due on Friday, May 13, 2016 and should be time stamped in no later than 2:00 P.M. EDT and delivered to the address listed below:

Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP,
CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
Department of Procurement
55 Trinity Avenue, S. W.
City Hall South, Suite 1900
Atlanta, Georgia 30303

****All other pertinent information is to remain unchanged****

**FC-8759, Council District Three:
Neighborhood Master Plan
Addendum No. 1
April 26, 2016
Page -3-**

Acknowledgment of Addendum No. 1

Proponents must sign below and return this form with Proposal response to the Department of Procurement.

Proponents must sign below and return this form with Proposal to the Department of Procurement, 55 Trinity Avenue, City Hall South, Suite 1900, Atlanta, Georgia 30303 as acknowledgment of receipt of this Addendum.

This is to acknowledge receipt of Addendum No. 1 for **FC-8759, Council District Three: Neighborhood Master Plan** on this the _____ day of _____, 20__.

Legal Company Name of Proponent

Signature of Authorized Representative

Printed Name

Title

Date

ATTACHMENT A
Exhibit A
SCOPE OF SERVICES
Revised 4/26/16



COUNCIL DISTRICT 3: NEIGHBORHOOD MASTER PLAN SCOPE OF SERVICES

"WESTSIDE REVIVE"

Council District 3: Neighborhood Master Plan Scope of Services

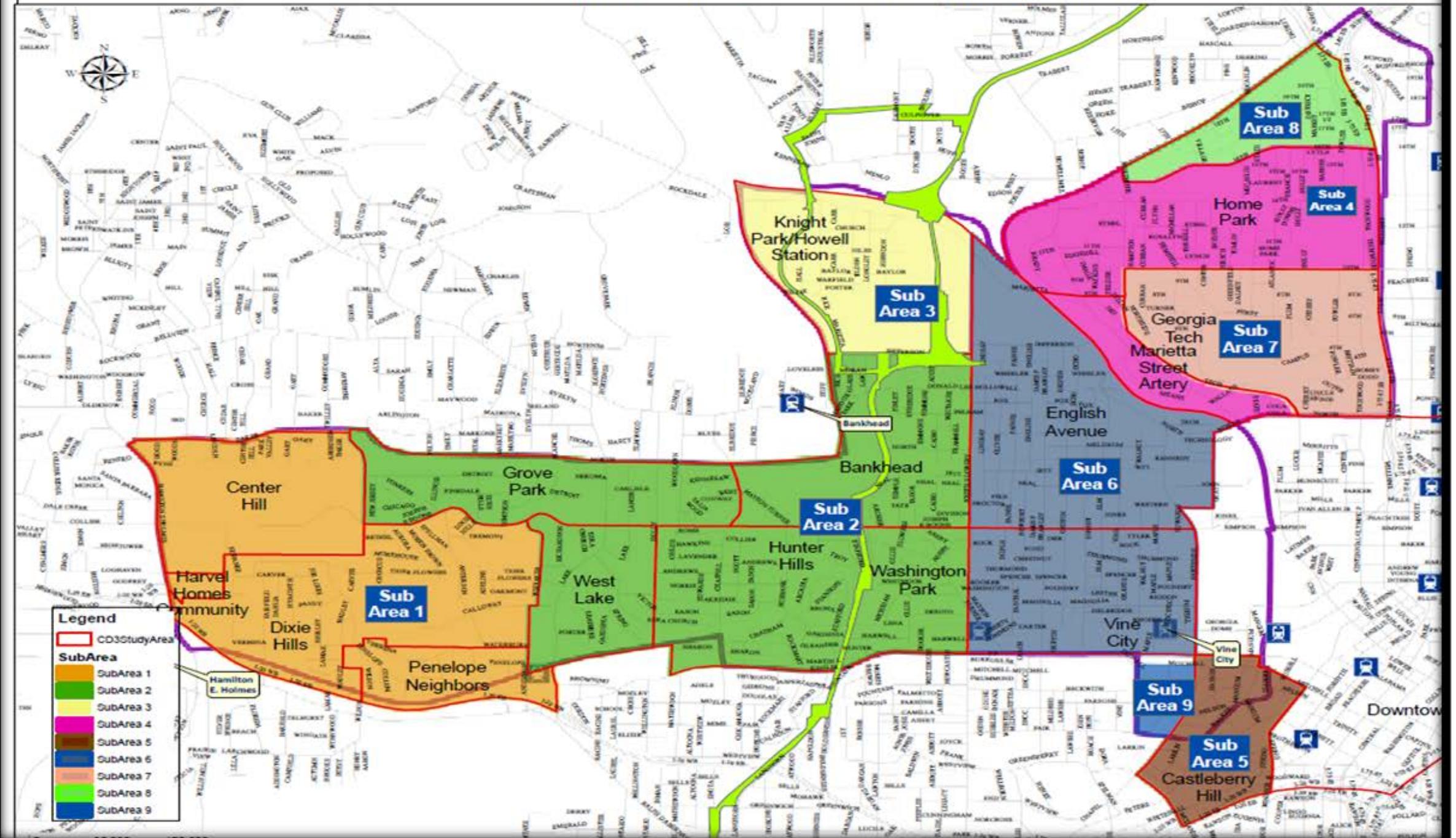
The purpose of the Council District 3 Neighborhood Master Plan is to establish the vision, goals, and implementation strategies for the redevelopment of the neighborhoods within Council District 3. Upon completion, this plan will be adopted by Ordinance of the City Council and approved by the Mayor of Atlanta and incorporated into the Comprehensive Development Plan. The study area consists of portions of four neighborhood planning units (NPUs) E, J, K, and M and includes over a dozen neighborhoods divided into the following five (9) subareas:

NEIGHBORHOOD NAME	NPU
SUBAREA 1	
Center Hill*	J
Dixie Hills	J
Harvel Homes Community	J
Penelope Neighbors	J
SUBAREA 2	
Grove Park*	J
West Lake	J
Hunter Hill	K
Washington Park	K
Bankhead	K
SUBAREA 3	
Knight Park/Howell Station	K
SUBAREA 4	
Home Park	E
Marietta Street Artery	E
SUBAREA 5	
Castleberry Hill*	M
SUBAREAS 6-9**	
English Avenue/Vine City	L
Friendship Baptist Area	T
Georgia Tech	E
Atlantic Station	E

*Includes only those portions located within Council District 3

**Subareas 6-9 have existing up-to-date plans that will be incorporated into the overall study

Council District 3 Redevelopment Plan



Desired Outcomes

There are several desired outcomes, listed below, that are expected of this study:

- Demonstrate evidence that the area on the whole has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the adoption and approval of this plan.
- Highlight the strengths to build on and the challenges to be addressed as well as ways to remove barriers to promote development and redevelopment in Council District 3; capitalize on the redevelopment efforts of English Avenue and Vine City including the Georgia Dome, Ashby and Vine City MARTA stations and the catalytic assets of Atlantic Station, Midtown West, Georgia Tech, Proctor Creek and the Beltline.
- Determine a balance of mixed uses that will further provide for the redevelopment of key parcels in an around the Joseph E. Boone Blvd, portions of DL Hollowell, Marietta Street, 10th Street, 14th Street, and other key corridors in Council District Three (CD-3).
- A strategy to create jobs, to improve skills and training and to encourage retention, expansion, and creation of small businesses utilizing the existing educational, small business and workforce development facilities and business development capacity of Invest Atlanta and the Atlanta Workforce Development Agency.
- A community branding and implementation strategy to attract new residents and businesses.
- A strategy for redevelopment of aging multifamily and industrial buildings.
- Further the goals of Age Friendly Community/Life Long Communities.
- Further the Livable Centers Initiative goals by updating the Westlake LCI and the Upper Westside LCI.
- Leverage activity and development along the Atlanta Beltline.

The detailed task requirements are as follows:

1. Plan Development: This information will be presented for CD-3 as a whole and for each of the subareas:

1.1. Data Collection and Analysis:

- Analyze all current and previous planning efforts to avoid duplication of efforts and build on the work already accomplished per each subarea:
 - Strategic Community Investment Report (2013)
 - 2011 Comprehensive Development Plan (2011)
 - The Atlanta Beltline Master Plan: Subarea 10
 - The Connect Atlanta Plan (2008); Cycle Atlanta Plan and recent amendments to Connect Atlanta
 - Westside TAD Implementation Plan (2013)
 - Vine City/Washington Park LCI (2009/Update)

- Donald Lee Hollowell/Veterans Memorial (2010)
- Simpson Road Redevelopment Plan (2006)
- Bankhead MARTA Station Area LCI (2006)
- West Lake MARTA LCI (2006)/(collect and analysis data for 10 year update)
- Upper Westside (2005)
- Vine City Redevelopment Plan (2004)
- Donald L. Hollowell Parkway Redevelopment Plan (2004)
- Imagine Downtown: Encore (2009)
- H.E. Holmes MARTA Station LCI (2002)
- Home Park Master Plan (2002)
- West End LCI (2001)
- Castleberry Hill Plan (2000)
- Other relevant studies (i.e. Proctor Creek/Emerald Corridor)
- Proctor Creek initiatives
- Inventory of existing conditions, establish Findings of Necessity:
 - Land Use
 - Building Conditions/Code Enforcement Activity
 - Zoning
 - Tax Delinquency (subareas 1 & 2)
 - Economic Conditions
 - Public Assets
 - Historic Resources
- Examine current population trends in the study area including age, income and ethnic changes and shifts in tenure using historic, current and projected demographic data.
- Analyze the impact of current government policies, programs and projects.
- Identify current and proposed major public and private developments.

1.2. Land Use and Zoning:

- Identify vacant land, underutilized properties, current 15-year future land use designations, current zoning, current ownership, and current structures.
- Analyze existing land uses, development characteristics, and patterns in the study area.
- Identify environmental features to be preserved such as flood zones related to Proctor Creek, stream buffers, existing open space, as well as potential brownfields.
- Determine appropriate/diverse land use mix for study areas and provide recommendations on zoning changes in association with land use changes to include City of Atlanta Quality of Life Zoning Districts if applicable.

1.3. Transportation and Circulation:

- Conduct a sidewalk inventory along major corridors.

- Recommend general access management measures where needed.

1.4. Market Analysis:

- Identify major activity nodes by subarea or by identifying district “zones” and analyze demands at the nodes based on market strength/weakness analysis and planning recommendations for the subject area.
- Prepare recommendations including the level of market opportunity by land use and product type, and the supportable units/square feet for each type.
- Assessment of existing commercial establishments, community needs and retail/commercial and consumer service gap analysis. Conduct a demand and supply analysis for the subject area for residential, commercial, and office development including retail leakage analysis with a focus on a range on housing options, housing development needed to support retail, commercial development and particularly a grocery store.
- Develop recommendations and strategies to attract developers and businesses for sustainable job creation.
- Evaluate existing labor force characteristics.
- Evaluate existing market leakage to adjacent retail and commercial nodes outside of the study area.

1.5. Urban Design:

- Create guidelines for development per each subarea or collection of redevelopment zones. Specific urban design standards will include the following:
 - Open space design criteria;
 - Street and streetscape design criteria;
 - Landscape design criteria; and
 - Architectural design standards and guidelines.
- Prepare master conceptual plan for major activity nodes, street sections, bike and pedestrian path sections.
- Illustrate at least two conceptual plans per subarea for the development potential, design character and urban design vision through presentation of site plans and sketch renderings including:
 - Context plans;
 - Rendered master site plan; and
 - Sketch renderings.

1.6. Housing and Neighborhoods:

- Identify existing and recommend new incentives to promote mixed-income development in the study area to include redevelopment strategies and concepts for large vacant and abandoned multifamily properties.

- Provide recommendations on issues related to code enforcement, specifically, vacant and abandoned properties, rooming houses, dumping and other code violations that threaten the marketability and curb appeal of the housing stock and neighborhoods overall.
- Identify innovative strategies to address the transfer of property ownership and issues of clouded title (i.e. estate planning workshops, pro-bono legal services, etc.).
- Provide recommendations on capacity building for existing community development organizations (CDCs) and the establishment of small business development organizations.

1.7. Neighborhood Branding/Marketing:

- Determine feasibility of establishing a neighborhood marketing and branding campaign.
- Develop a strategic plan for pursuing a neighborhood marketing and branding strategy for each subarea.

1.8. Age-Friendly Communities:

- Assess existing conditions to determine how the study area meets the goals of Age Friendly Community/Life Long Communities, which are: promote housing and transportation options, encouraging healthy lifestyles and expanding information and access to services.
- Develop strategies to address issues of aging in place.
- Develop strategies that address living wills and transfers of property ownership.

1.9. Subarea Focus (each subarea will have its own report):

- Subareas 1 & 2:
 - Establish community vision, goals, and objectives.
 - Develop an action plan specific to the single-family residential character and redevelopment of large, vacant and abandoned multifamily structures of the subarea.
 - Create an implementation plan including projects, costs, duration and dates of completion, and responsible parties.
 - Build on the existing vision, goals, and objectives identified in the Washington Park Neighborhood Visioning Plan (May 2015) to include revitalization of the commercial area on MLK and Joseph E. Lowery Blvd.
 - Westlake LCI 10 year update (see Attachment 1 and Attachment 2 for full requirements)
 - Task 1: Existing Plan Assessment
 - Task 2: Market Analysis
 - Task 3: Updated Concept Plan
 - Task 4: Implementation Plan

- Task 5 Prepare Deliverables
- Subareas 3 & 4:
 - Establish community vision, goals and objectives.
 - Develop an action plan that leverages development along the Marietta Street Artery corridor, 14th Street, 10th Street, Northside Drive, the Bell Quarry project, and other catalytic initiatives identified through the plan.
 - Create an implementation plan including projects, costs, duration and dates of completion, and responsible parties.
- Subarea 5:
 - Establish community vision, goals and objectives.
 - Develop an action plan that leverages the neighborhood's unique character as a loft and art district.
 - Create an implementation plan including projects, costs, duration and dates of completion, and responsible parties.
 - Explore the impact of the Georgia Dome and its activities including traffic, parking, and other quality of life issues for the Castleberry Hill neighborhood.
 - Update Castleberry Neighborhood Plan to include open space concepts and opportunities for green space.
- Subareas 6-9:
 - Summarize current development and planning activities.
 - Establish links with the council district overall as "gateway" neighborhoods.

2. Project Management

The project management shall, at a minimum, include the following components:

2.1. Project Management Team: The Project Management Team will consist of Office of Planning staff, Invest Atlanta staff, and the core consultant project team.

2.2. Advisory Committee: An advisory committee shall be established according to each subarea or combination of adjacent subareas that includes:

- Members of the Project Management Team;
- Representatives from key stakeholder groups (NPU's, neighborhoods, non-profits, and businesses) in the study area; and
- Representatives from the local government departments and other agencies responsible for land use planning, code enforcement, parks, transportation and housing (including applicable housing authorities/agencies) or community

development related non-profit organizations that provide services in the study area.

3. Community Engagement

The goal of this task is to implement a local planning outreach process that promotes the involvement of all stakeholders in the study area, with efforts and accommodations made to include low to moderate income, minority, and elderly or disabled citizens. These tasks will be documented through meeting notices, meeting summaries and other written communications. Responses and acknowledgement of public comments will be addressed in the study reports. The public involvement process shall, at a minimum, include components listed below.

During the study process, the Consultant shall make a reasonable effort to involve all stakeholders in the study area, including property owners, residents, business owners and employers/employees. The public involvement process should include a variety of methods, times, and techniques to reach the broadest range of stakeholders possible (i.e. workshops, charrettes, forums, surveys, open houses, etc.). Outreach should include a mix of “high” and “low” tech engagement strategies specifically designed to include property owners and businesses who are typically not engaged. The following topics/milestones should be covered by the public meetings (at a minimum):

3.1. General Public Meetings

- Provide overview of study process, the goals of the study, key dates, and opportunities for public input.
- Solicit opinions on goals and objectives of the study, and needs, strengths, weaknesses, opportunities and threats in the study area.
- Review preliminary findings, present draft plan and gather comments.
- Present case studies, best practices and concept scenarios relevant to the issues in the study area.
- Review preliminary findings, present draft plan and gather comments.
- Seek approval for final plan documents.

3.2. Community meetings:

- Kick-off meeting/Existing Conditions. The purpose of the meeting is to announce the beginning of the study process, the goals of the study, key dates and opportunities for public input. The consultant will present and draft existing conditions to work and to elicit a draft vision, goals and policies.
- Workshop – conduct a half-day workshop on a Saturday to develop design concepts for redevelopment areas in each of the subareas. In addition, the market study and transportation analysis can be presented.

- Draft Master Plan - the Consultant will present a minimum of two concept plan options for areas, proposed land use and zoning, transportation, and preference rationale for these will be shared for discussion and comment.
- Consultant will set up and host a project website and solicit feedback through a variety of high and low tech methods (i.e. web-based surveys, social media, and mail-outs, mobile apps etc.).
- Consultant will participate in at least two (2) community events having staff and information regarding the planning process and plan.
- Final Draft of Concept Plan and Report: the Consultant will present a summary of public comments, make revisions as necessary and present the recommended Final Concept Plans and project lists in each of the subareas.
- Open house – conduct at least one (1) open house in each of the subareas as necessary.

4. Project Deliverables

The Consultants shall prepare a Plan Document at the end of the planning study that shall contain at a minimum the following:

- An executive summary of the plan’s findings, recommendations, and general methodology;
- A description of the study process and methodology, data gathering techniques and findings, and study outcomes;
- A description of the study area, context and background;
- A description of public/stakeholder involvement and support;
- Existing condition analysis – strengths, weaknesses, issues, and opportunities
- Community visions and goals;
- Recommendations and implementation strategies for land use, zoning, transportation, urban design, housing and economic development/investment; and
- Individual subarea reports.

4.1. Plan Document to be submitted after Office approval is received consists of the list below.

- One original, single-sided, unbound, color copy suitable for making additional reproductions;
- Report should be designed to breakout each subarea separately ;
- Twelve (12) additional, bound, color copies of the draft final document;
- A Jumpdrive or Dropbox containing the draft final document in MS-Word format, the draft final document in Adobe “pdf” format, suitable for downloading from a website (image resolution must be high enough for details to be readable when printed or viewed on-screen);

- all maps and study graphics (but not photographs and incidental illustrative material) in high-resolution “jpg” format, with file names indicating the figure numbers where they appear in the Plan Document; and
- all maps and study graphics (but not photographs and incidental illustrative material) in separate, Adobe “pdf” format files, with file names indicating the figure numbers where they appear in the Plan Document.

4.2. Plan Summary, in printed and electronic formats document must show, at a minimum:

- plan area/study area boundaries;
- plan vision and goals;
- summary of concept plan and recommendations;
- summary of implementation strategy;
- map of major concept plan; and
- illustrative renderings/photos.

4.3. Plan Data in electronic format consists of the list below.

Jumpdrives containing the following:

- All contact list data gathered during the project;
- All tabular data gathered or developed during the project;
- All GIS data developed during the project;
- GIS shapefiles giving the locations of all implementation projects, indexed by unique project ID. Projects should be represented by points, lines, or polygons, as appropriate; and
- A PowerPoint presentation to be used by City staff for presentations to the public, elected officials and other stakeholders.

4.4. Large maps -- any final version of big illustrations/maps used in public meetings should be made available.

ATTACHMENT 1

SCOPE OF SERVICES, SECTION 1.9: **WESTLAKE LCI 10 YEAR UPDATE**

LCI 10-Year Update

Scope of Work

The LCI sponsor will prepare a 10-year update to their existing LCI plan. The purpose of this update is to keep the LCI plan relevant and ensure it moves forward with implementation. The overall intent of the LCI plan should not change and updated goals, policies and action strategies must remain consistent with the LCI program goals.

The work to be accomplished under this contract is divided into the following tasks:

Task 1 – Existing Plan Assessment

The sponsor will conduct a thorough review and assessment of the existing LCI plan and any subsequent updates. The focus of the assessment will include, at a minimum, the following:

- Review the most recent 5-year action plan and identify the status of each item listed (use ARC template)
- Make a comparison of the LCI land use plan with existing uses, current zoning map, and Future Development Map from the local comprehensive plan. Clearly identify where inconsistencies exist between these maps.
- Make a comparison of the LCI transportation improvement plan/map with existing facilities in the study area, and relevant local transportation plans. Clearly identify where inconsistencies exist between the plan and current conditions.
- Identify issues in reaching full LCI plan consistency with local development regulations and other obstacles to plan implementation.

Task 2 – Market Analysis

Prepare an updated market or fiscal feasibility analysis that supports the plan recommendations and ensures the proposed plan is realistic.

Task 3 – Updated Concept Plan

Review the existing plan and update the goals, policies and action strategies based on the findings of Task 1 and 2, along with changing conditions/priorities in the community. Specific emphasis should be included on creating a plan that supports a multi-modal transportation network in a mixed-use environment. Lifelong Community principals and Green Communities concepts should be incorporated into the updated LCI plan. At least one public meeting should be conducted to ensure the updated plan goals and policies are supported by the community.

Task 4 – Implementation Plan

Prepare a detailed implementation plan that outlines a strategy to achieve the LCI plan goals and policies. This implementation plan will discuss steps to overcome obstacles that have prevented full plan implementation in the past along with additional actions to achieve the updated goals and policies. At a minimum the implementation plan will include:

- An implementation strategy that describes the organizational structure and process that will be used to ensure the action plan items described below are implemented. Focus should be given to collaboration opportunities with other organizations and strategies to ensure continued support from local elected officials, citizens and businesses. This section should also discuss an evaluation and feedback process that will be used to monitor plan implementation and update the action plan as needed, but at least every five years.
- A 5-year schedule of actions (following a template provided by ARC) that are planned in the study area to implement the study goals, programs, projects, and Lifelong Communities principals. Schedules should include start date, completion date, cost estimate and responsible party. This schedule should include specific actions that implement the LCI plan, including but not limited to:
 - A 5-year prioritized description of transportation improvement projects (local, state and federal) that will support the study area goals;
 - Housing should be given specific and clear emphasis by developing a description of housing strategies, particularly for affordable and mixed income housing developments, that support a job-housing match, aging in place, and efficient utilization of transportation facilities in the study area; and,
 - A description of the changes necessary within the comprehensive plan, zoning ordinance, development regulations or other locally adopted plans to support study actions, including a committed schedule for adopting such changes. Specific steps should be included to address any obstacles in implementing the plan identified during the assessment portion of the update.

Task 5 – Prepare 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. Two (2) printed copies of the summary document shall be provided to ARC, along with an electronic file (on CD) of the summary document in its original format and in .pdf format, an Excel spreadsheet of the 5-year action plan (following ARC template), shapefiles (per ARC specifications) for relevant maps, and a separate folder with supporting graphics contained in the report. The document must include the following specific components:

- A description of the update process and methodology, data gathering techniques and findings, and general outcomes.
- A description of the public participation process used to achieve a community-supported program of improvements.
- 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 and ensures the proposed plan is realistic.

- A population and employment data section shall be included based on the updated land use plan and market study. The data in this section shall contain, at a minimum, 25-year projection figures (in five-year increments) for the following areas:

Housing Data

- Number of existing housing units and population
- Number of anticipated housing units and population
- Distribution of proposed housing units by type

Employment Data

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

ATTACHMENT 2

SCOPE OF SERVICES, SECTION 1.9: REPORT OF ACCOMPLISHMENTS

ATTACHMENT B

Attachment B

1. **Question**

The map of Council District 3 that is included in the RFP is difficult to read. Wondering if there is a more legible map that could be linked to or sent?

Answer

Yes. A more detailed map of the study area is included as Attachment No.2.

2. **Question**

I would like for you to consider extending the April 29, 2016 deadline for submittals for FC 8759 for at least two weeks.

Answer

Granted. Deadline extended to Friday, May 13, 2016.

3. **Question**

Section 3.2.4.3 requires a minimum of one (1) to two (2) page letter of recommendation for each resume in the submittal. Is this requirement intended for key personnel or the entire team members for the prime and sub-contractors? Please clarify.

Answer

Yes. Key personnel are expected to submit a resume with the specific information requested. Subconsultants or sub-contractors identified as Key Personnel should also submit letters of recommendation.

4. **Question**

In the Pre-Proposal Conference, a question was raised regarding whether or not this procurement required a full update for the Westlake or appropriate LCI Grant. Please clarify if a determination was made regarding this matter.

Answer

Yes, a full update of the Westlake LCI is a requirement of the Council District 3 Neighborhood Master Plan. Please see the revised Scope of Services, Section 1.9 and relevant attachments.

ATTACHMENT C

Council District 3 Redevelopment Plan

