



CITY OF ATLANTA

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Mayor

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DEPARTMENT OF PROCUREMENT
Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP,
CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
asmith@atlantaga.gov

May 20, 2016

Dear Potential Proponents:

Re: FC-8790, Peachtree Street (Downtown Atlanta) Urban Design 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 lfate@atlantaga.gov.

Sincerely,


Adam L. Smith

ALS/lft



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Atlanta) Urban Design Plan
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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:** Attachment A

The Proposal due date HAS NOT been modified and Proposals are due on Thursday, May 26, 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****

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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-8790, Peachtree Street (Downtown Atlanta) Urban Design Plan** on this the _____ day of _____, 20__.

Legal Company Name of Proponent

Signature of Authorized Representative

Printed Name

Title

Date

ATTACHMENT A



SCOPE OF SERVICES

PEACHTREE STREET (DOWNTOWN ATLANTA) URBAN DESIGN PLAN Revised Scope as of 5/17/16

The Department of Planning and Community Development is seeking highly skilled professionals to assist City staff in the creation of an urban design plan for Peachtree Street in downtown Atlanta. The project area will extend along Peachtree Road downtown corridor from North Avenue to Memorial Drive. The plan will address the physical attributes of the street, the mix of retail and other active use, opportunities for creative reuse or infill development, and a strategy to enliven the street twenty-four (24) hours a day. Specific outcomes of this work will include:

- Conceptual plan for streetscape elements including sidewalks, trees and other vegetation, lighting, etc. Plan will include block by block proposals and specify materials.
- A plan for street level use to include retail, restaurants and other uses that will enliven the pedestrian experience twenty-four (24) hours a day.
- A development strategy proposing new ways to consider spaces along the street, reuse of property, infill and other measures to strengthen the economic viability of Atlanta's main street.

The scope of services will specifically encompass the spaces that create a quality and aesthetically pleasing public realm. This may require interdisciplinary input with balanced representation of multiple fields including architectural services and engineering, ecology, local history, green space planning and transportation planning.

Overview. Urban Design encompasses the preparation of design guidelines and regulatory frameworks, or even legislation to control development, advertising, etc. and in this sense overlaps with urban planning. It also deals with space and place management to guide and assist the use and maintenance of urban areas and public spaces.

For the purposes of the prescribed scope of work, the urban design considerations may include:

- Pedestrian zones
- Incorporation of nature and aesthetics
- Urban structure, typology, density and sustainability
- Accessibility

- Animation
- Function and fit
- Complementary mixed uses
- Character and meaning
- Continuity and change

Projected Outcomes. The selected firm will identify and develop an action plan including the following components:

- Identify a collective vision for the community;
- Achieve sustainable urban design principles;
- Create an economically viable plan for future development;
- Provide adequate public facilities;
- Encourage increased employment opportunities;
- Provide adequate buffers between incompatible land uses;
- Address the need for public infrastructure;
- Reduce and/or minimizes traffic conflicts;
- Provide for transit-oriented design principals;
- Develop efficient and practical strategies for achieving functional open space and parkland; and,
- Encourage increased opportunities for affordable, workforce, and market rate housing.

The developed action plan will provide recommendation, tools and strategies that will help us to achieve the following goals and outcomes:

1. Provide the foundation for the development of policies to guide and regulate future development in a coherent and consistent manner centered on urban form, design, and performance.
2. Promote urban development measures that facilitate economically competitive, environmentally sound, socially responsible, and aesthetically-pleasing land-use combinations and urban design elements.
3. Emphasize the importance of preserving historic and cultural features and architecture, and encouraging high-quality building design to compliment the exiting fabric.
4. Strengthen the linkages along the downtown segment of the Peachtree Road corridor.
5. Promote a mix of land uses including the need for affordable/workforce housing, both local and world class businesses, entertainment and culture, live/work spaces, etc.
6. Provide a focused sustainable transportation and accessibility system within the context of the existing street network. This should build upon the complete streets concept.
7. Provide the quality and capacity of public infrastructure including, pedestrian, bicycle, parking, and/or transit-related facilities, necessary to support new or expanded commercial and residential development.

8. Use existing commissions/committees as a vehicle for informing the public and interested stakeholders about the plan and getting them involved in the planning process and implementation phase; involve all interested parties through a charrette method.