

CITY OF CONCORD



Concord Mills/Bruton Smith Blvd Mixed-Use Corridor Plan

Request for Qualifications #2564

Planning & Neighborhood Development

1/9/2023

The City of Concord requests statements of qualifications from professional planning and design firms/teams for the Concord Mills Blvd/Bruton Smith Blvd Small Area Plan. (RFQ #2564)



**RE: Request for Qualification
City of Concord
Concord Mills/Bruton Smith Blvd Mixed-Use Corridor Plan**

To Prospective Firms:

The City of Concord is seeking Qualifications from firms that are interested and experienced in preparing a Mixed-Use Corridor Plan for Concord Mills/Bruton Smith Blvd. It is the intent of the City to hire a qualified consultant (the firm may act as a prime consultant for sub-consultants) to complete a plan that will guide public and private investments in the Entertainment District of Concord for the next 20-30 years.

The successful candidate(s) will be expected to respond to a market market trends for the area and create recommendations for the built environment based on short-term and long-term implementation. The candidate must also provide evidence of a proven track record when creating effective forums for public participation and identifying public and private investment opportunities. It is estimated that it will take at least 12-18 months to complete the plan.

Please review this Request for Qualifications (RFQ) document and the supporting materials enclosed. The submittal deadline is **February 10, 2023**. Once responses have been submitted and evaluated, the City will schedule interviews with selected firms that possess the strongest qualifications. A final selection will be made once the interviews are complete.

We invite your serious consideration.

Kaylee Caton
Design Manager
Planning & Neighborhood Development
35 Cabarrus Avenue West
Concord, NC 28025
Email: catonk@concordnc.gov

TABLE OF CONTENTS

SECTION 1: GENERAL INFORMATION.....	3
I. Project Background.....	3
II. Mixed-Use Corridor Boundaries.....	4
III. Scope of Work.....	5
IV. Deliverables	6
V. Evaluation Criteria/Selection Process	7
VI. Anticipated Schedule for Selection.....	7
VII. Qualification Statement Deadline	7
SECTION 2: RFQ SUBMITTAL REQUIREMENTS	9
I. Submittal Requirements.....	9
II. Selection Criteria.....	9
III. Project Schedule.....	10
IV. Contracting	11
V. Equal Employment Opportunity	11
SECTION 3: ATTACHEMENTS
1. Mixed-Use Corridor Plan Boundary Map
2. Mixed-Use Corridor Plan Zoning Map
3. Mixed-Use Corridor Plan Land Use Map
4. 2030 Land Use Plan Growth Concept Map

SECTION I GENERAL INFORMATION

I. Project Background

In recent years, Concord has experienced extraordinary growth in the tourism industry. Major attractions such as Concord Mills, Great Wolf Lodge, Embassy Suites and Conference Center, Hendrick Motorsports, and the Charlotte Motor Speedway bring visitors to the area daily. It is important that the city remains an attractive and convenient place to visit, and to ensuring appropriate development patterns and infrastructure investment, particularly near Concord Mills/Bruton Smith Boulevard, are essential in maintaining the City's unique position as a draw for regional visitors.



Charlotte Motor Speedway



Great Wolf Lodge

The City of Concord's [2030 Land Use Plan](#) defines the Concord Mills Blvd/Bruton Smith Blvd Area as the Entertainment Corridor Character Area (See Attachment #4) which connects two of Concord's biggest regional attractions and economic assets – Concord Mills on the west side of I-85 and the Charlotte Motor Speedway to the east.

Exit 49 along I-85 provides easy access to these attractions for regional visitors, but the Concord Mills/Bruton Smith corridor experience heavy traffic congestion during peak traffic periods. Between Derita Road and the Speedway are traditional auto-oriented retail and a few multi-family developments within the Mixed-Use Activity Center surrounding Concord Mills, highway oriented commercial with restaurants and hotels east of I-85, and numerous auto dealerships to the west of the Speedway.



Concord Mills Entrance



Concord Mills Aerial Image

As shifts in the retail sector change demands for the space, the City needs to address the following challenges in this corridor:

- *Improving access within the corridor for visitors.* While there are many hotels within this corridor (most of which are clustered to the east of I-85), trips to anything other than the abutting restaurants require visitors to get into their cars. While improved bike and pedestrian facilities are needed, transit service connecting the hotels to motorsport facilities to the east and Concord Mills to the west could alleviate congestion during motorsports or other large events.
- *Facilitating transition to a more sustainable mix of commercial and residential uses.* While Concord Mills has the potential to remain a regional attraction through the right mix of entertainment and retail uses, much of the surrounding auto-oriented retail uses are likely to face challenges as retail markets change. The City should closely monitor occupancy within this area and ensure that applicable zoning facilitates redevelopment that reflects changes in the ways and locations that people shop.
- *Discouraging incompatible development near motorsport facilities.* The City should discourage additional residential development between Pitts School Road, I-85, and the City's southern boundaries.
- *Supporting complementary amusement and recreation uses.* The public interest district zoning that applies to the Speedway environs is a useful tool to authorize a wide variety of high impact amusement and recreational uses that could attract even more visitors to this vibrant corridor. Similar flexibility should be applied to many of the commercially zoned properties located that are outside this district.

II. Mixed-Use Corridor Plan Boundaries

The map that depicts the study area is attached and labeled (Attachment #1). This study area is similar to that which is depicted in the 2030 Land Use Plan Growth Concept Map for the Entertainment District (Attachment #4) but has been expanded to incorporate additional developments along the corridor. Spanning from the



Charlotte Motor Speedway towards Concord Mills and beyond the study area encompasses 2,882 acres (4.5 square miles) along the Concord Mills/Bruton Smith corridor.

III. Scope of Work

a. Inventory

- i. Steering Committee Meetings & Key Stakeholder Interviews
- ii. Initial assessment of existing conditions including:
 - 1. Market Trends
 - 2. Transportation Network
 - 3. Public Transit System
 - 4. Zoning & Land Use
 - 5. Utilities & Infrastructure
- iii. Complete base mapping

b. Community Outreach

- i. Steering Committee
 - 1. Establish a Steering Committee based on Staff Recommendations.
 - 2. Meet regularly with Steering Committee within the Study Area.
- ii. Public Participation
 - 1. Conduct or participate in charrettes or other Community based meetings.

2. Conduct survey(s) utilizing the City's [Public Input](#) account.
3. Create established Goals/Objectives for the study.

c. Policy

- i. Zoning/Development Code Review and Update
 1. Review the City's Concord Development Ordinance and Technical Standards Manual and make recommendations.

d. Implementation Strategy and Action Plan

- i. Create a plan for Corridor Recommendations based on input from:
 1. City Staff (multiple departments)
 2. Steering Committee
 3. Public Input
 4. City Council
- ii. Establish an Implementation Matrix/Action Plan assigning phases and responsible parties.

Questions concerning the scope of this project should be directed in writing to Kaylee Caton, Design Manager at the address below no later than close of business January 27, 2023. Any amendments to the RFQ shall be made in writing and distributed as an addendum.

Kaylee Caton, Design Manager
City of Concord
Planning & Neighborhood Development
35 Cabarrus Avenue West
Concord, NC 28025
Email: catonk@concordnc.gov

Firms should have no contact related to this project with elected officials or City of Concord Employees other than as directed herein, during the RFQ process. Any such contact will subject the firm to immediate disqualification for consideration for this project. At the option of the selection committee interviews may or may not be held with three or more of the applicants if it is determined to enhance the selection process.

IV. Deliverables

- Comprehensive Small Area Plan
- Market & Economic Development Trends
- Future Road Improvements Map and Associated Cross Sections
- Pedestrian and Bicycle Improvement Map
- Transit Plan
- Hot Spot/Corridor Analysis
- Conceptual Designs
- Implementation Plan

V. Evaluation Criteria/Selection Process

A Selection Committee of City Staff and/or other designated participants will review the proposals. The Selection Committee will invite the top firms for an interview the week of February 27-March 3, 2023. The Selection Committee will be looking for the most qualified firms based on their track record in comprehensive corridor plans for communities with similar characteristics. Providing examples in the submittal of similar work is strongly recommended. The rating system below will be used in evaluating proposals.

- a. 45% Experience/Technical Competence: This includes the personnel directly involved with the preparation of the study, experience with communities that have similar characteristics, past performance, and references.
- b. 30% Responsiveness: The adequacy with which the consultant demonstrates competence in the areas set forth in the RFQ.
- c. 20% Innovativeness: The use of unique analytical tools, community decision making processes, and/or cutting-edge approaches to creative problem solving.
- d. 5% Presentation/Packaging

VI. Anticipated Schedule for Selection

RFQ Selection Process	Date
RFQ Posted	January 9, 2023
Deadline to submit questions or clarifications in writing	January 27, 2023
RFQ Response Deadline	February 10, 2023
RFQ Review & Evaluation	February 13-24, 2023
Interview(s) of Finalists	February 27-March 3, 2023
Anticipated Consultant Selection	March 6, 2023
Scope of Work/Contract Negotiations	March 6-17, 2023
City Council Approval	April 2023

Note: The above schedule is subject to change at the City of Concord's discretion. The City will negotiate the final contract with the selected firm; however, negotiations are intended to agree upon cost, fees, scope of work, and schedule.

VII. Qualification Statement Deadline

The statement of qualifications shall be limited to 15 pages inclusive of the cover letter. ONLY ELECTRONIC SUBMISSIONS WILL BE ACCEPTED. Submissions exceeding the 15-page limitation will not be considered. Submissions should be in .pdf format.

The City reserves the right to reject any and all statements of interest. It is anticipated that a firm will be selected and notified in March 2023.

The statement of qualifications should be sent to the following e-mail address as a .pdf file: catonk@concordnc.gov. An electronic receipt will be sent when your submission is

downloaded to our server. Paper copies are not required. The subject line should contain the firm's name and "RFQ 2564 Concord Mills Bruton Smith Blvd".

Electronic submission of the statement of qualifications are due no later than 2:00 p.m. on Friday February 10, 2023 to Kaylee Caton, catonk@concordnc.gov. No statement of qualifications will be accepted after this time.

SECTION 2

RFQ SUBMITTAL REQUIREMENTS

I. Submittal Requirements

The selection of the firm will be based on the totality of the qualifications of the firm as presented in the detailed qualifications statement. The presence or absence of one or more of the items listed below, except for those items required by law, shall not be totally disqualifying but shall be taken into consideration as a portion of the totality reflecting positively or negatively on the qualifications of the firm. Qualification statements should clearly and concisely address the following:

- Firm name and location of the office where work will be performed.
- Brief overview and history of the firm.
- Experience in designing publicly funded and/or local government projects in North Carolina or comparable projects in other states.
- The project manager, key personnel, and any sub-consultants who will be involved with this project; their qualifications and experience as related to the scope of work detailed above as well as their anticipated assignments related to this project, including specific information on their experience with similar projects.
- Other work commitments of the specified key personnel during this project time frame and work capacity of the firm as a whole.
- Client references for related government, institutional (hospitals, universities, etc.) or similar private contracts, work done in the past five years, including name, address, telephone number, and contact person most involved with the project.
- Data on projects completed over the past five years showing schedule performance and change order history, including an original budget, pre-bid estimate, guaranteed maximum price, if applicable, and final cost.
- Documentation of any history of litigation associated with project performance and/or professional liability.
- Documentation of the firm's financial standing and insurance coverage.

II. Selection Criteria

The considerations below will be utilized for the selection of the firm. Selection will be made after a thorough review conducted by a City Selection Committee. The City Selection Committee will review qualification statements and prepare a list of candidates to interview. Interviews may be conducted after a review of the responses by interested firms.

1. The firm's recent experience, knowledge, and familiarity with comprehensive, small-area/corridor planning and other planning services in accordance with the specifications outlined in this Request for Qualifications (RFQ).
2. The successful experience of the staff assigned to this project to perform the type of work required within the budget.
3. Adequate staff and/or consultant team in order to meet a time schedule established for the work including the current workload.
4. Proposed design approach for the mixed-use corridor plan.
5. The firm's ethical and professional standing and satisfactory performance on previous contracts including a positive client relationship, commitment to the project budget, no major legal or technical problems, and sufficient supervision of the required tasks.
6. The firm's financial ability to undertake the work and assure the liability as well as the adequacy of an accounting system to identify costs chargeable to the planning approach.
7. Other factors that may be applicable for this project.

It is an absolute requirement of the City that the project workforce is drug-free and that associated individuals, including subcontractors, working on the project be free of prior or pending felony convictions, the qualifications statement should include a commitment to this requirement and an indication of the plan of the firm to ensure compliance with this requirement.

The City of Concord panel will negotiate a contract with the top-rated firm following selection. If a contract cannot be successfully negotiated with the top-rated firm, the panel will proceed to the second-rated firm. Firms that are not selected will be notified.

III. Project Schedule

The Consultant, in partnership with Planning and Neighborhood Development staff, will begin in late spring 2023. The comprehensive plan's anticipated time frame is 12-18 months for completion.

IV. Contracting

Any contract developed for this work shall be construed and enforced in accordance with the laws of the State of North Carolina. Any controversy or claim arising as a result of contracting shall be settled by an action initiated in the appropriate division of the General Court of Justice in Cabarrus County, North Carolina.



V. Equal Employment Opportunity

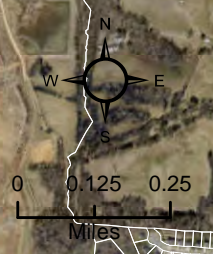
The local government of the City of Concord does not discriminate administering any of its programs and activities. The Consultant(s) awarded the contract for work will be required to assure that no person shall be denied employment or fair treatment, or in any way discriminated against on the basis of race, sex, religion, age, national origin, or disability.

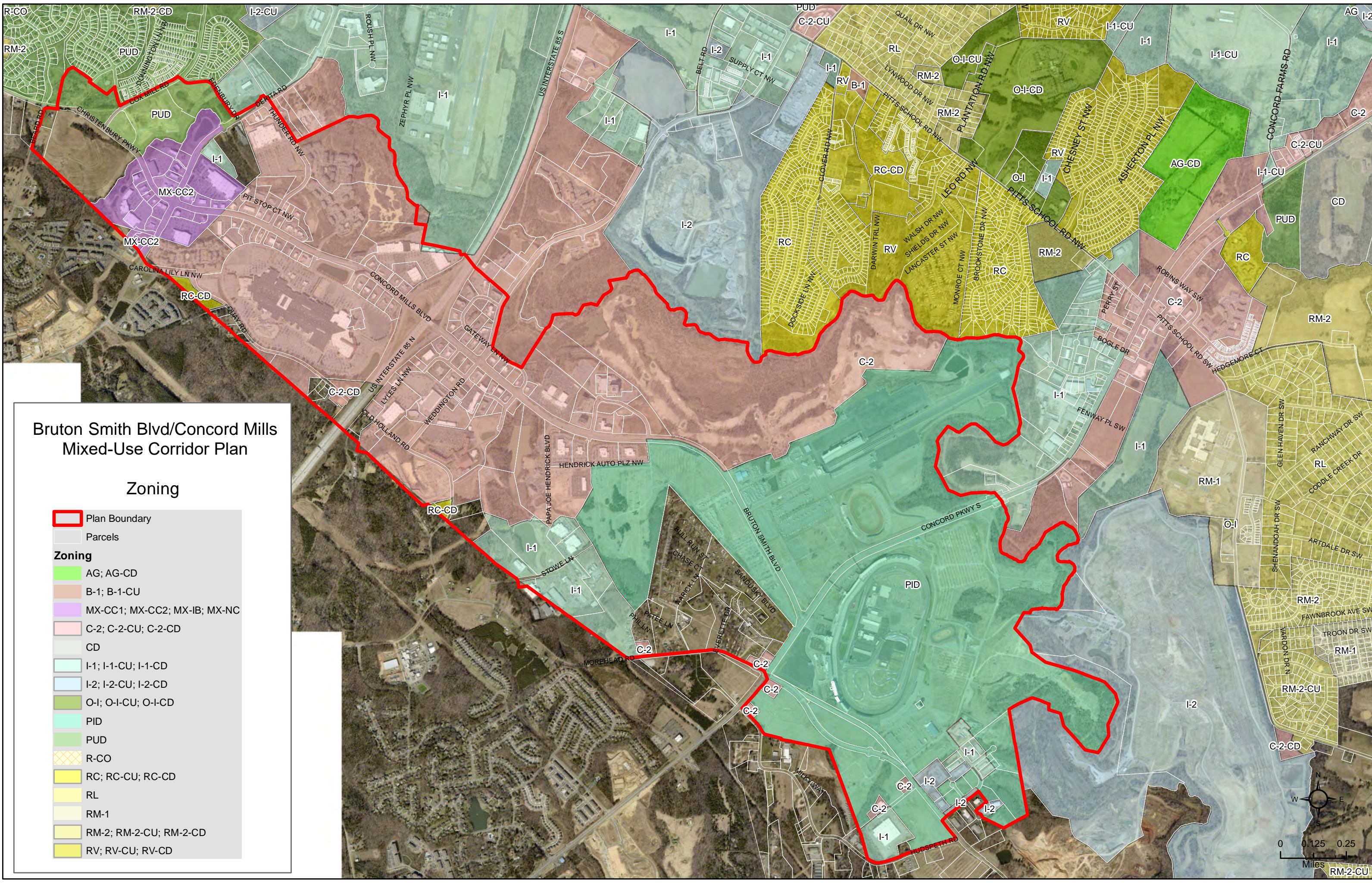


Bruton Smith Blvd/Concord Mills
Mixed-Use Corridor Plan

Aerial

-  Plan Boundary
-  Parcels

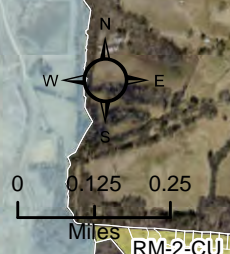


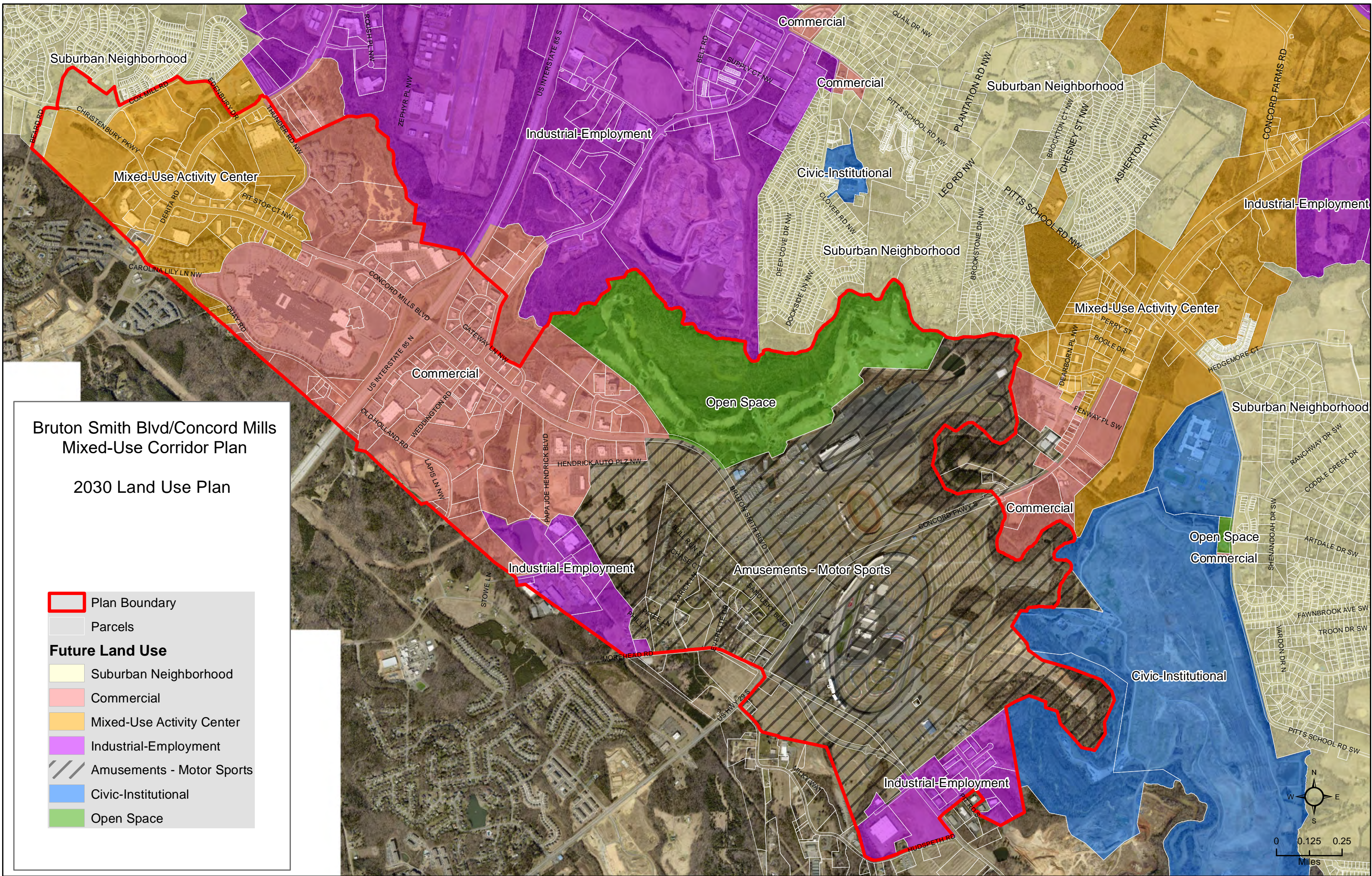


Bruton Smith Blvd/Concord Mills Mixed-Use Corridor Plan

Zoning

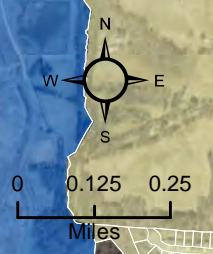
- Plan Boundary
- Parcels
- Zoning**
- AG; AG-CD
- B-1; B-1-CU
- MX-CC1; MX-CC2; MX-IB; MX-NC
- C-2; C-2-CU; C-2-CD
- CD
- I-1; I-1-CU; I-1-CD
- I-2; I-2-CU; I-2-CD
- O-I; O-I-CU; O-I-CD
- PID
- PUD
- R-CO
- RC; RC-CU; RC-CD
- RL
- RM-1
- RM-2; RM-2-CU; RM-2-CD
- RV; RV-CU; RV-CD



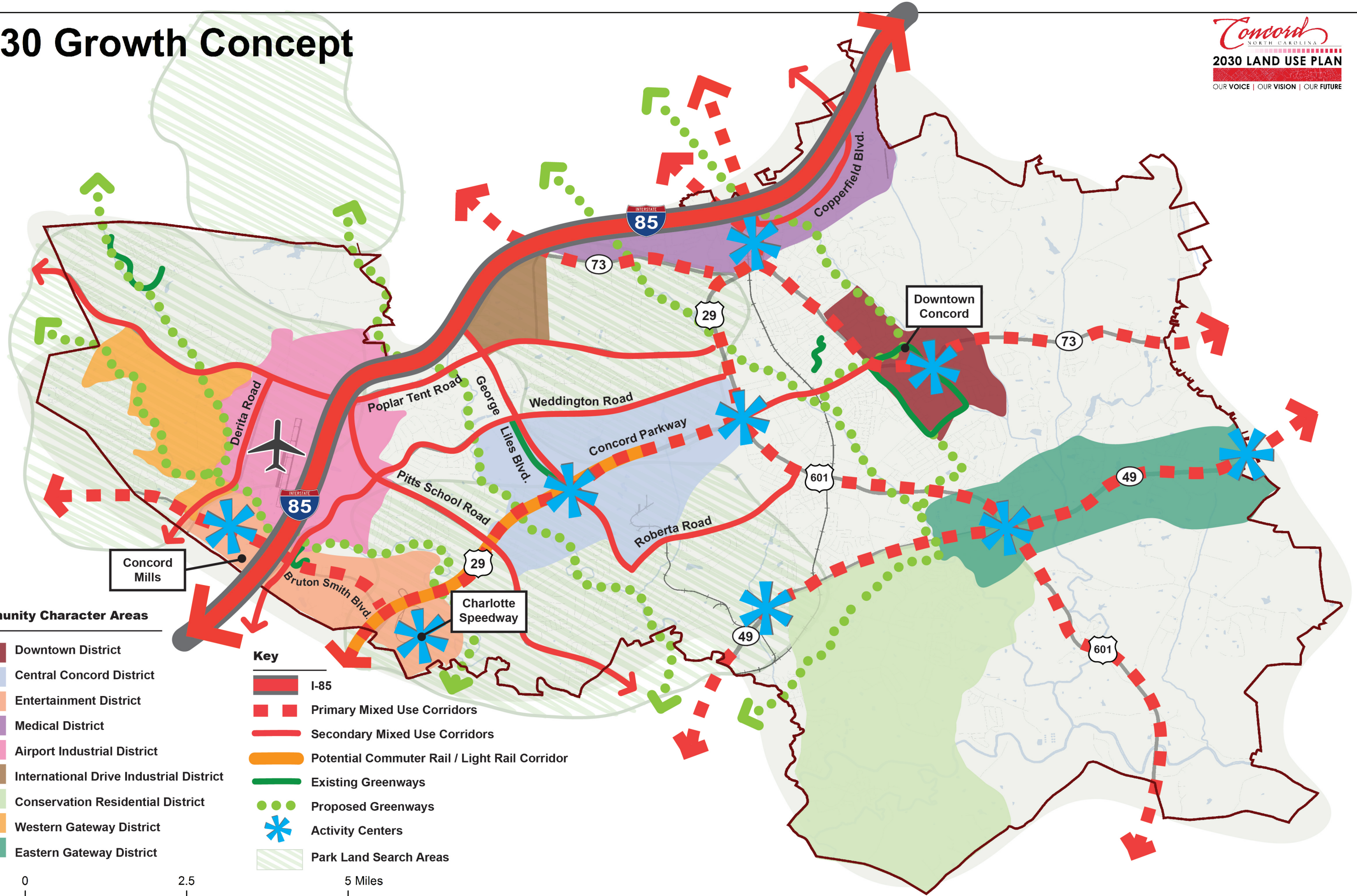


**Bruton Smith Blvd/Concord Mills
Mixed-Use Corridor Plan**
2030 Land Use Plan







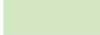


- Plan Boundary
- Parcels
- Future Land Use**
- Suburban Neighborhood
- Commercial
- Mixed-Use Activity Center
- Industrial-Employment
- Amusements - Motor Sports
- Civic-Institutional
- Open Space











2030 Growth Concept

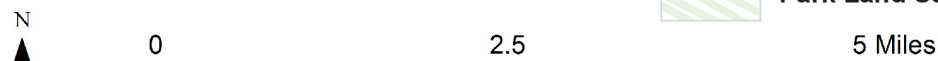


Community Character Areas

-  Downtown District
-  Central Concord District
-  Entertainment District
-  Medical District
-  Airport Industrial District
-  International Drive Industrial District
-  Conservation Residential District
-  Western Gateway District
-  Eastern Gateway District

Key

-  I-85
-  Primary Mixed Use Corridors
-  Secondary Mixed Use Corridors
-  Potential Commuter Rail / Light Rail Corridor
-  Existing Greenways
-  Proposed Greenways
-  Activity Centers
-  Park Land Search Areas



Data Sources: City of Concord, Cabarrus County US Census Bureau, NCDOT, USGS and ESRI