



**Notice of Request for Proposals  
For  
Ephesus Church Road/Fordham Boulevard Small Area Planning/Traffic Analysis**

**BID:** Q10-62  
**TO:** ALL PROSPECTIVE BIDDERS  
**FROM:** COCO HALL, PURCHASING & CONTRACTS MANAGER  
**SUBJECT:** REQUEST FOR PROPOSALS FOR:  
Ephesus Church Road/Fordham Boulevard Small Area Planning/Traffic Analysis  
**DATE:** April 16, 2010

The Town of Chapel Hill is requesting proposals for Ephesus Church Road/Fordham Boulevard Small Area Planning/Traffic Analysis. Sealed proposals are due to the Purchasing & Contracts Manager, Town of Chapel Hill, 405 Martin Luther King Jr. Boulevard, Chapel Hill, North Carolina 27514 by Wednesday, May 5, 2010 at 3:00 P.M.

If you should have any questions on the bidding procedures, please contact the Purchasing Division at (919) 969-5025.

Publications:

Town of Chapel Hill Website  
Planetizen.com  
Chapel Hill News

DATE: April 16, 2010  
DATE: April 16, 2010  
DATE: April 18, 2010



Town of Chapel Hill  
REQUEST FOR PROPOSAL  
FOR  
Ephesus Church Road/Fordham Boulevard Small Area Planning

Date: April 16, 2010

Bid: Q10-62

**Description of Purchase:**

The Town of Chapel Hill requests proposals for the small area planning/traffic analysis for the area as defined in the Scope of Work.

We reserve the right to reject any and all proposals. **Responses must be received by 3 P.M. on Wednesday, May 5, 2010 to:**

Coco Hall, Purchasing & Contracts Manager  
Town of Chapel Hill  
Chapel Hill, NC 27516  
Fax # (919) 969-2017  
Phone # (919) 969-5025  
E-mail: [chall@townofchapelhill.org](mailto:chall@townofchapelhill.org)

**General Information**

This is a Request for Proposals.

**RATING OF PROPOSALS:**

Response to this RFP will be based on:

- 1) Firms experience with similar projects and the Projects Teams past success (20 points)
- 2) Response to the outlined project above and how the firm intends to handle this particular project (20 points)
- 3) Any unique North Carolina or related projects that add to the ability of the firm(s) ability to succeed at this initiative (20 points)
- 4) Firms overall experience in land planning (10 points) and traffic analysis (10 points) – (20 point total)
- 5) Cost competitiveness and related expenditures (20 points)

It is anticipated that the final products produced by this initiative will include at least five copies of a single final report with graphics and drawings. At least one digital copy of the completed report, final traffic analysis and projections including conceptual resolutions for the intersection and any original artwork or drawings completed as a part of this process. It is anticipated that there will be several conceptual color renderings produced as a part of this project that will become the property of the Town of Chapel Hill.

It is anticipated that this may be a jointly held contract between a land planning firm and a firm completing the traffic analysis work. It is also understood that approximately 50% of this contract will be for each of the above defined areas of work (land planning/traffic analysis and design).

**CONTRACT:**

This contract will be held by the Town of Chapel Hill, NC and managed according to our standard operating procedures. It is anticipated the approximately 10% of the work under this contract will be completed by June 30, 2010 and contained within our 2009-2010 budget and the 90% will be completed during the 2010-2011 budget and fiscal year.

Any projection of costs must be inclusive of all incidental expenditures.

**INSURANCE:**

The successful bidder shall procure and maintain during the life of the contract the following insurance coverage's:

Worker's Compensation: Coverage to apply for all employees for statutory limits in compliance with the applicable state and federal laws. The policy must include employer's liability with a limit of \$100,000 for each accident, \$100,000 bodily injury by disease each employee and \$500,000 bodily injury by disease policy limit.

Comprehensive General Liability: Shall have minimum limits of \$1,000,000 per occurrence combined single limit for bodily injury liability and property damage liability. This shall include premises and/or operations, independent contractors, products and/or completed operations, broad form property damage and explosion, collapse and underground damage coverage, sudden and accidental pollution losses, and a contractual liability endorsement.

Business Auto Policy: Shall have minimum limits of \$1,000,000 per occurrence combined single limit for bodily injury liability and property damage liability. This shall include: owned vehicles, hired and non-owned vehicles and employee non-ownership.

Special Requirements:

The Town of Chapel Hill is to be named as an additional insured on the Comprehensive General Liability policy.

Current, valid insurance policies meeting the above requirements shall be maintained for the duration of the project. Renewal certificates shall be sent to the Town of Chapel Hill thirty (30) days prior to any expiration date. There shall also be a 30 day notification to the Town in the event of cancellation or modification of any stipulated insurance coverage. Certificates of Insurance on an Accord 25 (8/84) or similar form meeting the required insurance provisions shall be forwarded to the Town of Chapel Hill. Wording on the Certificate of Insurance which states that no liability shall be imposed upon the company for failure to provide such notice is not acceptable. Original policies or certified copies of policies may be required by the Town at any time.

**Hold Harmless:** The Contractor agrees to indemnify and hold harmless the Town of Chapel Hill from all loss, liability, claims or expense (including reasonable attorneys' fees) arising from bodily injury, including death or property damage to any person or persons caused in whole or in part by the negligence or willful misconduct of the Contractor except to the extent same are caused by the negligence or misconduct of the Town.

**DISADVANTAGED BUSINESS ENTERPRISE ASSURANCE (DBE):**

The Town of Chapel Hill shall not discriminate on the basis of race, color, national origin or sex in the award and performance of any Department of Transportation assisted contract or in the administration of its Disadvantaged Business Enterprise program or the requirements of 49 CFR Part 26. The Town of Chapel Hill shall take all necessary and reasonable steps under 49 CFR Part 26 to ensure nondiscrimination in the award and administration of DOT-assisted contracts. The Town's DBE program, as required by 49 CFR Part 26 and as approved by DOT, will be incorporated by reference into all agreements. Upon notification to the Town of its failure to carry out its approved program, the Department may impose sanctions as provided for under Part 26 and may, in appropriate cases, refer the matter for enforcement under 18 U.S.C. 1001 and/or the Program Fraud Civil Remedies Act of 1986 (31 U.S.C. 3801 et seq)

**QUESTIONS:**

Any questions regarding this RFP should be sent via email to [economicdevelopment@townofchapelhill.org](mailto:economicdevelopment@townofchapelhill.org) with "Ephesus Church/Fordham RFP" in the subject line. Questions should be sent no later than April 26, 2010 by 3:00 P.M. and answers will be posted to the Town's Economic Development web page ([www.townofchapelhill.org/economic\\_development](http://www.townofchapelhill.org/economic_development)) by April 28, 2010.

**RESPONSES:**

Responses to this RFP are due May 5, 2010 by 3:00 P.M. The Town of Chapel Hill request that a minimum of seven copies of the response to this request be mailed and one digital copy emailed to [economicdevelopment@townofchapelhill.org](mailto:economicdevelopment@townofchapelhill.org) or mailed on a CD with hard copies. Decision of award will be based on complete responses and no finalist interviews.

It is anticipated that an award will be made within 30 days of receipt of proposals. Reviewers to the Town of Chapel Hill will include Economic Development, Planning, Transportation Planning, Transit, Transportation Engineer, Housing and a representative of NC DOT.

The following anticipated timeframe for selection of the consultant(s) and initiation of the project:

- April 16, 2010: Advertisements, Notice & Release of RFP Issued
- April 26, 2010: Pre-submittal Questions due 3P.M. (EST).
- April 28, 2010: Pre-submittal Answers posted to Town web site
- May 5, 2010: Proposals Due by 3:00 P.M. (EST)
- May 14, 2010: Proposals Reviewed and Selection of Preferred Contractor
- May 14, 2010: Contract Awarded
- June 1, 2010: Project Initiation

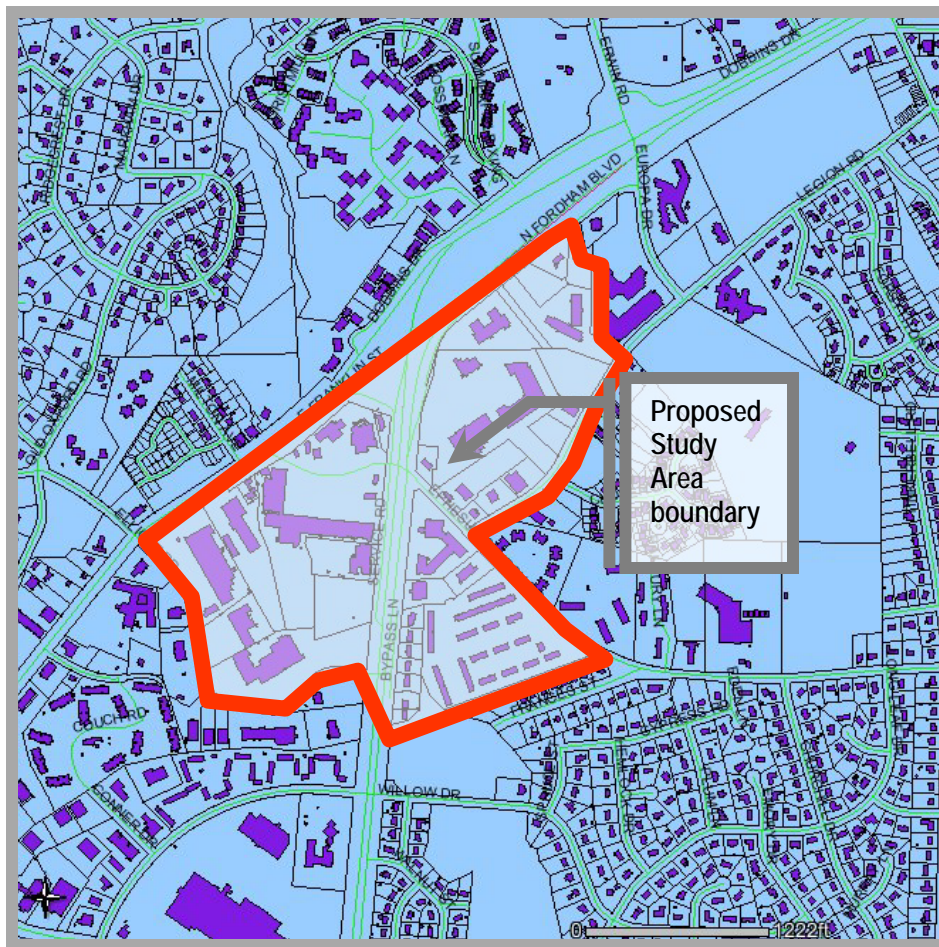
**SMALL URBAN AREA PLANNING/TRANSPORTATION STUDY**

**SCOPE OF WORK**

Chapel Hill, a North Carolina community with approximately 55,000 residents, is a vital part of the Raleigh-Durham-Chapel Hill region. Ram's Plaza was constructed in 1982 as demand for goods and services grew with adjacent neighborhoods. Additional properties including the Holiday Inn site, Colony apartments and

the former Volvo dealership property have all reached their peak performance and the timing for redevelopment seems eminent. There exist demands for a redeveloped center to serve the area as a mixed-use neighborhood commercial service center with new residential, retail and office spaces. This new development should support a transit corridor located within a quarter mile of the area. The area to be studied includes Ram's Plaza with adjacent parcels, former Volvo property, Holiday Inn property, Colony Apartments, and Eastgate with adjacent properties. (See map)

This scope of work has been developed for an urban area planning/transportation study for Ephesus Church/Fordham Road Small Area Planning initiative in Chapel Hill, NC. Many of the following tasks can be performed simultaneously, thus expediting the completion of the study. It is estimated that the entire study will be completed in 9 months, barring any unforeseen complications or delays.



**Scope of Services, Outline Format**

The tangible result of the Ephesus Church/Fordham Road Small Area planning process will be a plan document that incorporates the elements described below. Interim products and graphics will be produced as necessary.



## 1. Purpose, Vision and Fundamental Principles

a. Purpose statement - *The purpose of the Ephesus Church/Fordham Small Area planning initiative is to consider current transportation conditions, define future land uses and to determine solutions for the existing transportation network in order to encourage reinvestment in properties within the study area.*

### b. Vision Statement

The Ephesus Church/Fordham shopping area will be an integral part of an active and vivacious neighborhood where residents can walk for basic services and utilize public transit to other destinations. The premise is to see this area redeveloped, re-connected, more accessible and more supportive of transit and the surrounding neighborhoods.

### c. Fundamental principles –

- Respect of the Chapel Hill environment and values,
- Assist in meeting market demands for retail, offices, and residences,
- Supports preservation of adjacent neighborhoods,
- Development which is supportive of public transit,
- Improves existing Level of Service (LOS) for the roadway and intersection, and
- Improves the quality of the suburban fabric of the planning area through better building design, connectedness and general accessibility.

## 2. Survey of Existing Conditions

- a. Description of geographic area and city/regional context
- b. History, historic resources, and background
- c. Review and analysis of past planning efforts related to the study area
- d. Review of current comprehensive plan land use designations, policies, and implementation steps that apply to the study area



- e. Demographic overview of population and employment
- f. Survey of existing property attributes such as land use, zoning, property value, building floor area, height, housing condition, and number of residential units.
- g. Analysis of existing transportation conditions.
- h. Existing residential real estate market data that would help in showing demand for redevelopment.

## 3. Community and staff participation

a. It is anticipated that this initiative will be lead by a small working group of Town staff and others. This group is to act in a leadership capacity to capture community interests, market conditions and use this information to guide these planning efforts.

- b. The expectation for this plan is to gather existing conditions, any related documents, planning initiatives, comprehensive plan, current Sustainable Community Visioning work, completed market analysis, 2035 LRTP transportation networks, planned transportation improvements and work with the business and neighborhood community to develop a future vision based

around a acceptable transportation solution. It is anticipated that this planning initiative will last approximately nine months from beginning to end.

- c. Community meetings – There will be an initial half-day meeting with Town staff to develop guidelines and expectations for this planning effort. There will be a minimum of three community meetings to: 1) clarify expectations for this effort and gain input, 2) Present concepts based on land, market and transportation analysis, and 3) To present final concepts that will be presented to Council for consideration. The selected Consulting Team will be expected to present to Town Council at least one time.

#### 4. Future Land Use

- a. Recommended locations for residential, office, industrial, commercial, and mixed-use developments. The mix of (business and residential) future land uses should take into account: any approved projects with residential component within the Town of Chapel Hill and how that affects residential development in this area, market projections and analysis for retail and office as completed by the Town of Chapel Hill Economic Development, any thoughts, concepts or agreements reached by the Sustainability Community Visioning Task Force and any approved transit plans.
- b. Any recommended modifications to comprehensive plan designations, including defining the boundaries of the Ephesus Church/Fordham Planning area.
- c. Future land use map in comprehensive plan compatible format
- d. A development case study exploring various concepts for development of a yet to be determined key site in the study area. Utilize visualization and interactive planning software as needed.

#### 5. Urban Character and Design

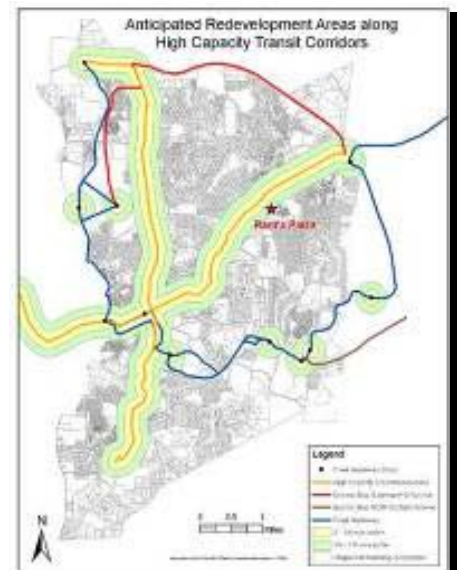
- a. Recommended height, density, massing, and character for residential, office, and retail development
- b. Recommended design guidelines for new development including, but not limited to, general recommendations for site layout, landscaping, fencing, scale, fenestration, and lighting. Examples of exemplary building designs from within and outside of Chapel Hill should be provided.
- c. Three design schemes (minimum) for different sections of the study area illustrating the desired building characteristics of that sub area.

#### 6. Real Estate Market Analysis

- a. Analysis of future real estate market forces to reinforce needs (The Town’s Economic Development Officer has secured or acquired retail and office market data in the last 12 months)

#### 7. Transportation, Transit, and Parking

- a. Development of options for roadway/intersection improvements
- b. Analysis of future transit options related to projected growth and redevelopment occurring from this plan. (This should include any impact or recommendations for Transit.)
- c. Bicycle and pedestrian facilities analysis and recommendations



**8. Livability – Public Realm Improvements, Environmental Quality, Aesthetics, and Public Safety**

- a. Evaluation of potentially problematic streetscape environments and suggestions for improvements.
- b. A discussion of environmental quality, including current existing environmental monitoring and studies.
- c. Evaluation of opportunities for preservation of key views and development of additional open space, and recommendations for gateway improvements.
- d. Analysis of public art opportunities
- e. Crime Prevention Through Environmental Design (CPTED) scan with recommendations

**9. Implementation Plan**

- a. Overview of implementation of the above recommendations
- b. Proposed public improvements and financing alternatives
- c. Timeline projections
- d. Costs implications



Town of Chapel Hill  
Economic Development  
405 Martin Luther King Jr. Blvd.  
Chapel Hill, NC 27514