

**Village of Spring Lake
Downtown Development Authority
Request for Proposals
Downtown Design Manual Project**



Response Due Date: Wednesday, May 8th, 2019 by 4:00 p.m.

Issued By:

Spring Lake Downtown Development Authority
102 W. Savidge St.
Spring Lake, MI 49456
April 5, 2019

SECTION 1 GENERAL INFORMATION

ISSUING OFFICE

The Spring Lake Downtown Development Authority (DDA) issued this Request for Proposals. All contact regarding this RFP should be directed to:

Angela Stanford-Butler, DDA Director
102 W. Savidge Street
Spring Lake, Michigan 49456
Email:angela@springlakevillage.org

INTRODUCTION

The Spring Lake Downtown Development Authority (DDA) requests proposals from professional planning, design, and engineering firms/teams to create a new Design Manual for the Spring Lake Downtown Development District.

ABOUT THE DDA

DDAs were created by the State of Michigan as a tool to counteract central Village decline and ensure that the heart of our cities and regions receive careful stewardship and long-term consideration. The Spring Lake DDA is a public entity created in 1983 with the mission of undertaking public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments to Spring Lake. The DDA District consists of most of the properties on and adjacent to Savidge Street in the Village of Spring Lake, Michigan. A map that depicts the DDA District is attached as **Attachment #1**.

The DDA often takes on infrastructure projects that impact downtown streets, ranging from large transformative streetscape improvements to park improvements in the DDA District and smaller improvements such as bicycle parking installations, street furniture, signage and trip hazard repairs. The work of the DDA is done by a small staff and a volunteer Board appointed by the Village President and Village Council. The majority of Board Members are downtown residents, employees, or business owners.

PROJECT & BACKGROUND SCOPE

In 2004, the DDA and Village of Spring Lake collaborated to create the [Village of Spring Lake Design Manual](#). This Manual set shared goals, design parameters, and

specifications for downtown projects including the rehabilitation of existing buildings, construction of new buildings and infrastructure improvements.

PROJECT DELIVERABLES

The Village recently created a Commercial Rehabilitation District within the DDA (March 19, 2019). This action, along with the current Design Manual being fifteen years old, necessitates an up-to-date design manual for the DDA. The revised manual is expected to serve as the guide to provide detailed direction for business and property owners in the commercial rehabilitation district and the rest of the DDA wishing to rehabilitate their existing buildings or build new buildings in the Spring Lake Downtown.

For a streetscape design process to be successful, input from and involvement by members of the DDA, various Village units, a variety of downtown stakeholders, and the public will be necessary. The consultant is expected to coordinate, consult, and work closely with DDA and Village staff throughout the project. In addition, they will need to develop an approach that elicits meaningful public input from a variety of stakeholders.

The [Village of Spring Lake Design Manual](#) is the guiding document for all new construction, building rehabilitation and streetscape projects. Any process should begin with the goal of comprehensively working to:

- Enhance mobility, accessibility and safety in downtown; prioritizing an engaging and attractive pedestrian experience
- Reinforce downtown's identity, unique sense of place and community stewardship
- Promote the historic character of the downtown without duplicating historic design elements
- Strengthen commerce and economic vitality downtown
- Demonstrate positive environmental practices, and sustainability
- Improve the opportunities for a welcoming pedestrian oriented downtown that offers unique shopping, dining and cultural experiences
- Create street and pedestrian atmospheres that are well planned, managed, adaptable, and readily maintained

Projects must address street context and functional use - enhancing quality of place, reinforcing a neighborhood's unique identity, and improving access. All streetscape projects will align with the designated street types, corresponding design elements, and element standards detailed in the Design Manual.

PROJECT TIMELINE

Consultant involvement in initial design work and public outreach will begin as soon as the consultant is selected. The Design Manual is anticipated to be ready for final adoption by December 1, 2019.

ANTICIPATED SCHEDULE FOR SELECTION OF A CONSULTANT

- April 5, 2019 – RFP released
- May 8, 2019 at 4:00 p.m. – RFP response deadline
- May 9 – 31, 2019 – RFPs reviewed and evaluated by staff and DDA Board
- June, 2019 – Interviews with consultants
- July, 2019 – Anticipated consultant selection

The schedule above is subject to change at the DDA's discretion.

SUBMISSIONS AND CLARIFICATIONS

Ten hardcopies of the submittal response and two electronic copies (CD or flash drive) are required, and the information included within should be as concise as possible. The total submittal should not be more than 50 numbered pages (25 sheets) with material on two sides. Proposals must arrive at the Spring Lake DDA Office no later than **Wednesday, May 8th, 2019 at 4:00 p.m. EDT.**

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Statements of Qualifications received after the deadline or via electronic mail will be deemed unacceptable for further consideration. Regardless of the delivery method, the submitter is responsible for the actual delivery of the Design Manual Proposal. All submittals become the property of the DDA whether awarded or rejected.

All information as submitted is subject to disclosure under the provisions of Public Act No. 442 of 1976, as amended (known as the Freedom of Information Act). Submission contents will not be deemed proprietary information, and individuals who submit qualifications will be provided opportunities to review other submittals if requested. The DDA accepts no financial responsibility for costs incurred by any submitter responding to this RFP. By responding to this RFP the Submitter agrees to hold the DDA harmless in connection with the release of any information contained in its qualifications response.

Should any prospective submitter be in doubt as to the true meaning of any portion of this RFP, or should the submitter find any ambiguity, inconsistency, or omission therein, the submitter shall make a written request for an official interpretation or correction. All questions concerning the solicitation and specifications shall be submitted in writing via e-mail to angela@springlakevillage.org by 4:00 pm on April 10th, 2019. A single email response will be provided by the DDA to all submitters who expressed questions and concerns by April 17, 2019.

SELECTION PROCESS

A committee made up of DDA Board Members as well as DDA and Village staff will review RFP submissions and decide which Submitter(s), if any, will be invited for interviews. The criteria used in the RFP evaluation will include, but will not necessarily be limited to the following:

- Project understanding
- Experience of the firm(s), and more explicitly the experience of specific staff assigned to the project
- Experience of the specific staff with engineering, analysis, and design expertise working on similar projects, including:
 - Two-way traffic conversions in a variety of commercial and downtown areas – the DDA is looking for a team member(s) that have led numerous projects involving analysis and design of two-way street conversions. Experience in successful one-way to two-way conversions will be critical to the team.
 - Protected bike lanes in constrained ROWS
- Experience of the specific staff in a variety of focus areas related to downtown design, including:
 - Non-motorized and Complete Streets design
 - Building design and detailing expertise
 - High quality landscape design
 - Green Streets and stormwater management and design in restricted ROW's
 - ADA Standards
 - Traffic modeling
 - Underground utilities and accurately accounting for these elements in design
 - Flexible street design that allows for multiple uses beyond traffic movement
- Experience working with downtown street design manuals
- Experience with community outreach and engagement, and a proven ability to work with diverse stakeholder groups and effectively communicate technical information to a lay audience

- Experience with the Village of Spring Lake standards and processes
- Capacity of the firm/team to adapt to the needs of the project or project phase, accommodating design, engineering, and other skill sets as needed
- Proven ability of the team to work as an integrated unit across firms or disciplines (design, engineering, outreach, e.t.c.) and with client staff

The group may select three or fewer firms/teams to prepare for possible interviews. The DDA has no pre-selected candidates for this project. The DDA may prequalify multiple teams/firms.

INTERVIEW PROCESS

If selected through the RFP process, the submitter(s) will be invited for interviews and given the opportunity to discuss in more detail their qualifications and past experiences.

The interview shall consist of a presentation of approximately fifteen (15) minutes by the submitter, including the person who will be the project manager, followed by approximately forty five (45) minutes for questions and answers. Audiovisual aids may be used. Following the interview, the Committee may request additional information.

Following the interview, the selected firm will be expected to prepare a detailed proposal/scope of work for approval by the DDA. The DDA will seek to negotiate a mutually acceptable agreement with the highest ranked firm. If the agreement is mutually agreeable, the selected firm will be asked to sign a professional services agreement (PSA). Please be advised that the DDA **will not** modify the language contained in the PSA. In the case that a mutually acceptable agreement cannot be reached, the DDA may commence negotiations with the second highest qualified firm.

RESERVATION OF RIGHTS

The DDA reserves the right to accept any Proposal, to reject any or all Proposals, to waive irregularities and/or informalities in any Proposal and to make the award in any manner the DDA believes to be in its best interest.

SECTION 2 - RFP SUBMITTAL REQUIREMENTS

1. Firm Identification

- State the full name, address, telephone number, and web site address of the (lead) firm and the address of any local branches or offices whose staff will be used in the project.
- Indicate whether you operate as an individual, partnership or corporation. If a joint venture is contemplated, state the names and addresses of the other firms involved. Any subcontractors to be used, must be identified in the same way.
- Provide the name, title, address, email, and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process.
- Provide the name, title, address, email, and telephone number of the individual who will negotiate with the DDA and contractually bind the proposer's firm.

2. Statement of Understanding

State your understanding of the project, your proposed approach to the assignment, and your firm's role in accomplishing those tasks. Indicate what tasks you would typically require the client (DDA) to provide.

3. Technical and Management Approach

- Include the names and positions of all staff proposed and sub-consultants. Designate who will be the Principal, who will be the Project Manager in charge of the project, and who will be the DDA's contact throughout the project.
- Provide the qualifications, experience, and project responsibilities of the team members assigned to this project.
- Briefly address how the efforts of each of the team member will be coordinated. If the work is to be shared among firms and offices at different locations, indicate what work is to be performed in each office.
- Proposals must discuss workload for all key team members, indicating their expected availability and the percentage of their time that will be devoted to the contract.

4. Previous Experience

Provide detailed information about previous projects of this nature, with an emphasis on the experience of the staff members involved.

- Provide examples for four or more similar projects.
- Include information on project scope, staff involved, proposed and actual schedule, and original budget and final cost.
- Convey how the project demonstrates alignment with DDA project approach and goals.
- Outline outreach approach, including types of outreach tools and extent used.
- Include names, phone numbers and email addresses for client contacts.

5. Project Schedule

Indicate your team's capacity to commit to a June 2019 start and stay in place through the design consultation process.