

## **Bristol, Virginia Small Area Master Plan Request for Proposals (RFP)**

### **Project Title:**

Small Area Master Plan for Bristol, Virginia

### **Project Description:**

The Virginia Department of Housing and Community Development's Virginia Main Street (VMS) program has awarded Believe in Bristol, Inc. a **SmArP (Small Area Plan)** grant for our downtown/commercial district. The SmArP grant was made available to communities with applications that comply with the following general criteria:

1. Promote a community's unique identity-defining assets—both built and cultural;
2. Promote inclusive collaboration and engagement with a vast and diverse set of local partners, leaders, stakeholders, and residents;
3. Promote local entrepreneurs, small businesses, women- and/or minority-owned businesses, entrepreneurial ecosystems, and small-scale development;
4. Promote equal access to opportunity and thoughtfully acknowledge and address diversity, equity, inclusion, and accessibility (DEIA) challenges and opportunities; and
5. Promote the awareness, growth and financial sustainability of the local Main Street organization.

Believe in Bristol is partnering with the City of Bristol, Virginia to engage in a small area plan bounded generally by MLK Jr Blvd to the east, Beaver Creek to the north, Piedmont Avenue to the west, and State Street to the south.

The small area plan would address the following:

- Conceptual redesign/redevelopment plan of the 80s era, underutilized plaza and adjacent parking area adjacent to WCYB/WEMT TV.
- Redesign Cumberland Square Park as a more functional downtown park that can provide passive recreation and a venue for events.
- Vision and conceptual design for Piedmont Avenue's use as a festival street and downtown pedestrian destination, in lieu of replacement of Piedmont Bridge over Beaver Creek. Potentially along with feasibility and transportation study.
- Public improvements to Lee Street, Winston Alley, and Moore Street including pedestrian connections from business, Cumberland Square Park, and Birthplace of Country Music Museum into downtown and State Street.
- Identification of infill development and/ or parking improvements within the seven-block small area plan study area.
- Private sector façade enhancements.
- Engagement of property and business owners within the small area plan and downtown to craft a vision based on robust input.

- The plan should include detailed implementation recommendations including phasing, next steps, and broad cost estimates.

Interested firms should provide the following in response to the RFP, scoring criteria provided:

Criteria	Description	Max Points
Firm or Team Profile	<p>Including the name of the firm, its address, contact person, phone, email, and website. Provide a specific description of the expertise of the firm or team with similar projects both in the Commonwealth of Virginia and in similarly sized communities elsewhere. Firms/Teams may augment this information with a general firm profile.</p> <p>Applicants will also provide a brief description for each staff member that will be participating in the plan and the role that they will play including who will be the project manager. Include a resume for each team member.</p>	10
Project Examples	<p>Provide up to three examples of similar projects completed by your firm or team. These examples should be summarized in how they relate to the Small Area Plan. Information sheets about each project may accompany the descriptions noting which firm(s) were project lead and support for each example.</p>	15
Outline Scope of Work	<p>Describe your proposed approach to developing the small area master plan. Include key tasks, methodologies, and deliverables.</p>	25
Budget	<p>Provide a breakdown of anticipated costs for the project by task and total project budget</p>	25
Time Frame	<p>Provide an estimated timeline for completing the project, including key milestones.</p>	25

**Disclaimer Statement:**

The submission of a proposal in response to this Request for Proposals (RFP) does not constitute a contract or obligation between the submitting firm and Believe in Bristol. Believe in Bristol reserves the right to accept or reject any or all proposals received, in whole or in part, for any reason or no reason, and to waive any irregularities or informalities in the proposals received. Believe in Bristol also reserves the right to negotiate with any firm submitting a proposal, to

request additional information or clarification from any submitting firm, and to cancel or amend this RFP at any time. Submission of a proposal indicates acknowledgment and acceptance of these terms and conditions. All costs incurred in the preparation and submission of proposals shall be borne solely by the submitting firm, and Believe in Bristol shall not be liable for any expenses incurred by any firm in connection with the preparation and submission of proposals.

**Questions and Contact:**

To maintain fairness and transparency throughout the proposal evaluation process, all communication regarding this Request for Proposals (RFP) with Believe in Bristol staff, board, consultants, or officials with the local government must be conducted in writing and directed solely to the designated contact person listed in the RFP document. Ex parte communications with staff or decision-makers outside of the specified channels are prohibited and may result in disqualification of the proposing firm. All questions, inquiries, or requests for clarification regarding the RFP should be submitted in writing to ensure equitable treatment for all participants by August 23, 2024. Answers to all questions will be provided in writing to all firms by August 30, 2024.

Contact Person:

Maggie Elliott, Believe in Bristol Executive Director  
info@believeinbristol.org

**Due Date and Time:**

Proposals must be received no later than September 6, 2024 at 5:00 PM EST. Late submissions will not be accepted under any circumstances.

Proposals received after the specified due date and time will be disqualified from consideration. It is the sole responsibility of the proposing firm to ensure that their proposal is submitted on time. Believe in Bristol will not consider any late submissions, and such proposals will be not be opened.

**Submission Format:**

All proposals should be submitted in PDF format via email to the designated contact person listed in the RFP document. Any proposals submitted in a format other than PDF or through channels other than email will not be accepted. It is the responsibility of the proposing firm to ensure that their submission is complete and properly formatted.

Thank you for your attention to these submission guidelines. We look forward to receiving your proposal.

# BRISTOL, Virginia SMALL AREA PLAN

## STUDY AREA BOUNDARY

