



Comprehensive Plan
City of Archdale, North Carolina
Request for Qualifications (RFQ)
RFQ 01142019

Issued By: City of Archdale

Planning & Zoning Department

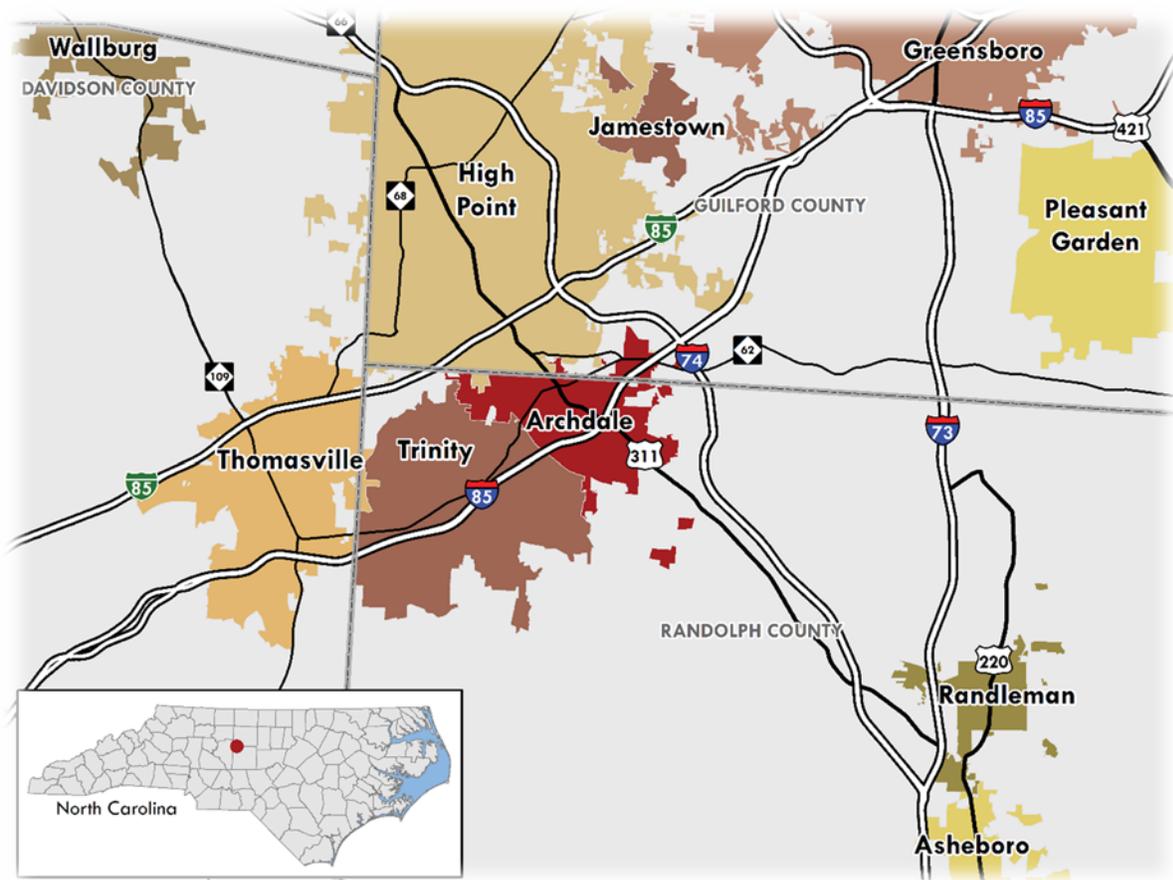
Issued: January 14, 2019

Proposals Due: February 28, 2019, 4:00 PM EST

1. Introduction

The City of Archdale is excited to announce the beginning of its Comprehensive Plan process. With the support of elected leadership and City staff, the process will be guided by a commitment to public engagement; emphasizing the City's strong sense of community and mission to provide a high quality of life for all residents. The development of the plan coincides with the City's 50th anniversary, having been founded in July 1969. Events marking the anniversary will occur throughout the year. This presents a special opportunity to engage residents on all aspects of community life and government, to celebrate past and present accomplishments, and to look towards the future.

This document represents the City of Archdale's official request for submittals from qualified planning professionals (individual firms or teams of consultants) for the development of its Comprehensive Plan, to be undertaken beginning in the Spring of 2019 with anticipated completion in the Summer of 2020. The Comprehensive Plan will become the primary policy guide for future land use development, capital investments, and growth management decisions over the next decade and beyond. The Plan will provide clearly stated strategies for development that prioritize key projects for implementation by both the public and private sectors. These strategies should be clearly outlined in an implementation matrix that will guide the annual budgeting process, including public investments consistent with the plan's vision. The following information describes the plan's context, envisioned purposes, scope of work, budget, schedule, organization, submittal requirements, and selection criteria.



2. Community Background

The City of Archdale is part of the Piedmont Triad region and is primarily located in Randolph County, with portions extending into Guilford County. Archdale shares a border with High Point and sits 11 miles southwest of Greensboro. Situated along I-85 and I-74, Archdale is among just a handful of cities in North Carolina that are adjacent to the interchange of two major interstate corridors.

While it is estimated that over two million people reside within a 50-mile radius of Archdale; the City contains approximately 12,000 residents. With a “think regionally, act locally” approach, Archdale is active in the development of the Triad region and is positioned for expected future growth. The City is a partner in the Greensboro Randolph Mega Site - a collaborative effort to expand the advanced manufacturing industry in the Triad - and works closely with local government agencies throughout the region to improve transportation networks and facilitate economic development. The area’s economic base is transitioning from traditional manufacturing and textiles to technology, logistics, healthcare, and advanced manufacturing. Archdale’s advantageous location along the interstate system, low taxes, and available water and sewer utilities show it is primed for future development.

Archdale continues to grow and modernize while maintaining a small-town feel. One of the most appreciated aspects of the City is Creekside Park - a 104-acre community park serving the northwestern portion of Randolph County. Within walking distance of many neighborhoods, the park is host to a recreation center, ball fields, playgrounds, tennis courts, greenways, picnic shelters, and a disc golf course. The Archdale Public Library, Senior Center, and Randolph Community College (Archdale Campus) are also located in or adjacent to Creekside Park. These civic institutions and public spaces anchor the community by instilling a sense of pride and encouraging meaningful contact between citizens. Archdale’s commitment to fostering a high quality of life for its increasingly diverse population will define the City’s growth for years to come.

3. Project Background

Since its incorporation in 1969, Archdale has taken advantage of its favorable location to become an attractive bedroom community for larger cities of the Piedmont Triad. The 20/20 Strategic Plan (2004) established a vision for how to channel the City’s anticipated growth in ways that improve, rather than diminish, Archdale’s quality of life. Significant community participation helped produce a blueprint for how Archdale could evolve from its history as a bedroom community. The 20/20 Plan outlined goals and strategies focused on establishing a more balanced economy, providing quality of life assets and recreational amenities, and developing a stronger sense of place.

Stemming from the strategic plan, and in response to rapid development, the City adopted a Future Land Use Plan (FLUP) in 2006. Two important components of the FLUP - identified as significant priorities by the strategic plan - are the City’s Street Network Improvement Plan (SNIP) and Pedestrian Network Plan (PNP). In 2009, the Future Land Use Plan, including the SNIP and PNP, was updated. The process of reviewing and updating the FLUP led to the identification of the NC 62 corridor, near the Interstate 85 interchange, as a future high growth area. The NC 62 Access Management Plan (2010) and Weant Road Feasibility Study (2011) further prioritized improvements near this interchange.

Several subsequent plans have addressed the City's wish to satisfy resident desires to expand the connectivity of Archdale's greenway system - tying together civic spaces - and continuing to develop new parks. The Safe Routes to School Action Plan (2012) outlined the City's intent to make walking and bicycling more sustainable and safer for students and the community. The Comprehensive Parks & Recreation Master Plan update (2016) identified new facilities to be added to Creekside Park, proposed additional locations for future neighborhood parks, and developed conceptual recommendations for a downtown park facility. The Archdale Pedestrian & Trails Master Plan, adopted in November 2018, builds on past efforts, and will prioritize, fund, and implement high-quality infrastructure, high-impact programs, and supportive policies for walking.

The City of Archdale continues to develop plans to preserve and enhance a high quality of life for all residents to enjoy. The Archdale Economic Development Plan, adopted in October 2018, identified strategies and actions to support economic diversification, growth management, and creating a sense of place. In November 2018, the City Council adopted a Resolution of Support and submitted a membership application to join the AARP Network of Age-Friendly Communities, signaling a commitment to crafting policy that promotes walkable streets, housing and transportation options, and access to key services and opportunities for residents to participate in community activities.

This Comprehensive Planning process will review and consolidate all of Archdale's long-range planning documents and policies and evaluate the progress of the 20/20 Strategic Plan. Many of the goals articulated in previous planning initiatives have been achieved, but there has been inadequate progress in several key areas. Archdale has been unable to establish a sense of place or create a clearly defined downtown or public square. There is little in the way of aesthetic appeal along the city's main commercial corridors to distinguish Archdale from other communities. This unique Comprehensive Planning process presents an opportunity to address key strategic goals that remain unaccomplished and give specific attention to enhancing the overall visual appearance and character of a City looking to establish its identity.

Several comprehensive and small area planning documents are active policies that have long-range planning implications for Archdale. A thorough review of these plans should occur, with relevant policies and goals from these plans incorporated into the Comprehensive Plan, wherever possible, consistent with the City's vision for the future growth and development of Archdale and its extra-territorial jurisdiction.

Here is a [link](#) to these plans, STIP projects, staff biographies, and maps showing the City's jurisdiction.

City Adopted Plans and Policies

- | | |
|---|-----------------|
| • City of Archdale Zoning Ordinance | 1969 - Present |
| • City of Archdale Subdivision Ordinance | 2002 |
| • City of Archdale 20/20 Strategic Plan: Focusing on the Future | 2004 |
| • City of Archdale Land Use Plan | 2006 |
| ○ City of Archdale Future Land Use Plan | 2009 - Present |
| ○ City of Archdale Pedestrian Network Plan | 2009 |
| ○ City of Archdale Street Network Improvement Plan | 2009 |
| • City of Archdale Safe Routes to School Action Plan | 2012 |
| • City of Archdale Construction and Development Guidelines | 2012 |
| • City of Archdale Economic Development Plan | 2018 |
| • City of Archdale Pedestrian & Trails Master Plan | 2018 |
| • City of Archdale Age Friendly Community Action Plan | in Process 2019 |

City Adopted Small Area Plans

- | | |
|---|------|
| • NC 62 Corridor Access Plan | 2010 |
| • Weant Road Feasibility Study | 2011 |
| • City of Archdale Comprehensive Parks & Recreation Master Plan | 2016 |

It is expected that the Comprehensive Plan will consolidate and update all the above plans into a master policy document. It is the hope of the City that the plan will tie together land use and transportation policies into a document that would be updated concurrently in the future.

State Transportation Improvement Program (STIP) is a 10-year State and Federal-mandated plan that identifies the construction funding for and scheduling of transportation projects throughout North Carolina. The following NCDOT STIP Projects, located in Archdale, are scheduled to let between 2020 and 2021.

Current NCDOT STIP Projects

- **U-6018:** The proposed project involves realigning both Kersey Valley Road and Weant Road near their intersections with NC 62 to move the intersections further away from the I-85 interchange ramps.
- **U-5864:** The proposed project involves intersection improvements and widening Surrett Drive to three lanes from NC 62 in Trinity to W. Fairfield Road in High Point.
- **U-5770:** The proposed project involves reconfiguring the Main Street / I-85 Interchange to a Diverging Diamond Interchange (DDI) as well as manage access along Main Street from Columbus Avenue to Comanche Road.
- **U-3400:** The proposed project involves widening Archdale Road from Springwood Lane to N. Main Street from existing three and two lanes to three lanes with a center turn lane.

4. Project Description

The City of Archdale seeks qualified consultants to assist in the creation of a Comprehensive Plan. The Plan will analyze current trends to develop a practical and holistic plan to ensure Archdale remains a community that embraces the future by promoting a progressive environment for families, businesses, and civic organizations to prosper. The plan must be innovative, concise, and illustrative - addressing issues that are unique to Archdale. It will develop economic development strategies and tools to leverage public investments. The plan should also align zoning regulations and capital improvement planning with its policies and goals. The document will include actionable strategies that support the creation of a public square and sense of place along with a full implementation and budgeting matrix.

5. Scope of Work

The following Scope of Work is intended to guide preparation of the Comprehensive Plan while allowing for flexibility in terms of project approach. The City expects that the Final Scope of Work for the plan will be modified to reflect suggestions by the chosen consultant/team.

PHASE I

- Background Research and Analysis – Develop a Community Snapshot Report through data collection and analysis of key socioeconomic and geographic data, including population, housing, commercial and industrial development, land use, natural resources, transportation, utilities, public (including recreation) facilities, and historic assets. Review and assess all previous long-range plans (prepared by the City and other agencies) and prepare a summary document detailing relevance and applicability of the previous plans. Review development ordinances and zoning map. **Deliverables:** *Summary Report and mapping of data; summary report of prior applicable studies, plans, and development regulations.*
- Public Engagement – The plan will be community-based. The consultant team will be asked to draw on their experience with proven techniques and to devise as well as execute new approaches based on evolving conditions. The City desires an aggressive, creative, and far-reaching public input strategy, including, but not limited to, stakeholder meetings, social media, and other creative input mechanisms. Develop a comprehensive public engagement strategy in coordination with City staff to solicit input from a broad cross-section of City residents, business owners, and other stakeholders (including City Council, City staff, and citizen boards and commissions) to inform the comprehensive planning process and serve to identify specific “Focus Areas”, which will guide the plan’s preparation. **Deliverables:** *Multi-faceted public engagement process utilizing social media, surveys, or other means of community outreach to insure a comprehensive and robust level of public input, which will serve to guide development of the plan’s vision and goals.*

- Plan vision and goals – Oversee and manage “visioning” process to develop overall vision statement for the City of Archdale Comprehensive Plan, including vision statements for each of the plan elements along with goals to guide implementation. As a starting point, the City requests that the plan address the following “Focus Areas”, in addition to any others identified during the public engagement process:
 1. **Economic Diversification:** Encourage a diverse variety of businesses and development that adds to the character and economic health of the City.
 - a. Develop public policies, studies, and strategies that promote a healthy mix of Commercial, Industrial, and Service-Oriented businesses.
 2. **Growth Management:** Capitalize on opportunities presented by new development by mitigating negative consequences of growth and ensuring the City remains an attractive and desirable location for residents, businesses, and visitors.
 - a. Develop a plan for what the citizens of Archdale want the community to look like in the future in relation to appearance, intensity and character of development, traffic patterns, and other physical design characteristics.
 3. **Create a Sense of Place:** Create an inviting community area (public square) with greenspaces, small businesses, and other attractions that is unique and sets the City apart, where residents can gather as a community and people want to visit.
 - a. Develop a conceptual and visual rendering of a community gathering area, including recreation, greenspace, small businesses, and pedestrian oriented amenities.
 - b. Create a well-defined brand that differentiates Archdale from other communities with the intent of promoting its unique qualities and making Archdale a more desirable location, to work, live, and visit.

Deliverables: *Vision statement for Comprehensive Plan and individual plan elements, along with goals for each plan element.*

PHASE II

- Draft Plan – Based on the public engagement process (under guidance of planning staff) prepare a Draft Plan that shall include, at a minimum, an executive summary, introduction, vision, goals and objectives, along with policy recommendations to guide land use development, environmental protection, and preservation of historic and cultural resources for each of the plan elements. The Plan should address recommendations for regulatory changes, including Zoning Ordinance content, as well as suggested modifications to the development plan review/entitlement process. The Plan shall also include charts, tables, illustrative drawings, graphics, maps, and other supporting documentation, including population projections, build out scenario, and preferred land development pattern. **Deliverables:** *Draft Comprehensive Plan.*
- Plan Implementation Strategy – Comprehensive implementation strategy shall be developed to guide implementation of Comprehensive Plan. The strategy will identify staff and capital resources necessary to implement the plan, along with a timetable and prioritization ranking. The Implementation Plan will directly inform or become substantially integrated with the City’s Capital Improvement Plan (CIP). **Deliverables:** *Plan Implementation Strategy.*

- **Final Plan** – Preparation of Final Plan document, including appendices and maps in hard-copy and digital formats. The document must be inviting, readable, and visually appealing. As our City’s chief policy statement on governance, the Comprehensive Plan is meant to inform major decisions made by the City. **Deliverables:** *Final Plan (hard copy & digital formats) along with all electronic files.*

6. Coordination with City Staff

Oversight and guidance for preparation of the Comprehensive Plan will be provided by Planning and Zoning Department staff, under the direction of the Planning Board and City Council.

7. Time Frame

The City anticipates the following timetable for completion of the Comprehensive Plan, with key dates noted below. A final schedule will be adopted as part of the contract between the City and consultant chosen to prepare the plan.

Preliminary Comprehensive Plan Schedule:

Action	Date
RFQ Issued	01/14/2019
RFQ Responses Due	02/28/2019 4:00 PM
Firms Short-listed	3/15/2019
Firm Interviews	3/2019
Selection of Firm	4/2019
Contract Approval by City Council	5/2019
Project Start	5/2019
Project Completion (Plan Adoption by City Council)	6/2020

8. Funding

The Comprehensive Plan project will cover two (2) fiscal years (2018-19 & 2019-20). Funding for the plan is intended to span both fiscal years. The City Council has approved \$150,000 for FY 2018-19. Funding to complete the plan will be finalized as part of the FY 2019-20 budget approval process.

9. Request for Clarification & Additional Information

Any request for clarification or additional information of a technical nature regarding this RFQ shall be submitted and directed to:

Jason Miller, AICP, LEED AP

Planning Director

307 Balfour Drive

P.O. Box 14068

Archdale, NC 27263

T: 336.434.7334

F: 336.431.2130

jmiller@archdale-nc.gov

www.archdale-nc.gov

10. Submittal Format and Content

The Statement of Qualifications should be presented in the following general format:

- 1) *Transmittal Letter:* Designate contact person with address and telephone number.
- 2) *Project Manager:* Identify project manager and describe their experience related to this project. Provide client references for project's similar in scope. Discuss the experience of this project manager with other members of the project team.
- 3) *Project Team and Sub-Consultants:* Identify other team members and sub consultants and their relative experience. Discuss the role of key team members. Specify the percentage and type of work that will be performed by each team member and any sub-consultants. This information may become part of the contract with the selected firm.
- 4) *Firm Qualifications:* Discuss the firm's work on projects similar in size and complexity. Quality assurance should be addressed. Indicate firm's history of meeting established schedules. In addition:
 - Consultant's office must have appropriate support staff for a project of this size and complexity; please identify the office size and number of staff and percentage of time to be devoted to project. Consultant should identify a team matrix of all personnel working on project, including office location and specialty.
 - Consultant should demonstrate experience on at least (3) similar projects, preferably within the past five (5) years.
 - Consultant shall discuss their experience and strategy with public engagement and outreach to the community during the Project.
 - A concise narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings.
 - A summary of any suggested innovative approaches the City should consider for this effort.
 - A timeline for the preparation and implementation of the tasks/activities being proposed per the **Scope of Work** detailed in this RFQ.

11. Evaluation of Statements of Qualifications

Responses submitted by consultant firms will be evaluated based on the following criteria:

1. Experience of firm(s) with projects of a similar scope and scale;
2. Qualification and experience of the proposed team and location of team members;
3. Current workload and firm workload capacity;
4. Responsiveness to RFQ and quality of the submittal;
5. Proposed approach to project and schedule for completion;
6. Performance assessments and/or references on past work efforts;
7. Knowledge of the City of Archdale and surrounding region;
8. Any other experience or criteria deemed applicable to the projects.

12. Short-List, Interviews and Selection

The City will review Qualification Statements and prepare a short list of candidates to interview. The short-listed firms will be notified by phone and/or email by March 15, 2019, with interviews

scheduled before the end of March 2019. Notification may not be sent to firms not short-listed. After selection by the City, a final contract will be negotiated with the selected firm(s). It is anticipated that a final contract will be signed no later than the end of May 2019.

13. Negotiating Offers

If a contract cannot be negotiated with the best qualified firm, negotiations with that firm shall be terminated and initiated with the next best qualified firm.

14. Submission Requirements

Firm(s) interested in being considered for this project should submit three (3) bound copies and one (1) electronic (PDF file) version via email of their Statement of Qualifications no later than 4:00 p.m. on February 28, 2019.

15. Delivery of Proposals

Proposals are due no later than 4:00 pm EST on February 28, 2019. Proposals should be delivered to the attention of:

Jason Miller, AICP, LEED AP
Planning Director
307 Balfour Drive
P.O. Box 14068
Archdale, NC 27263
T: 336.434.7334
F: 336.431.2130
jmiller@archdale-nc.gov
www.archdale-nc.gov

This [link](#) will take you to the plans, STIP projects, staff biographies, and maps showing the City's jurisdictional area shown in the document.