REQUEST FOR PROPOSALS

PROFESSIONAL SERVICES FOR REVISION/UPDATE OF HISTORIC DISTRICT DESIGN GUIDELINES FOR TOWN OF PULASKI HISTORIC COMMERCIAL DISTRICT

The Town of Pulaski is seeking proposals from qualified firms specializing in historic preservation planning, architectural history, and/or cultural resource management to revise and update the existing set of design guidelines for commercial structures in the Town’s Downtown Historic Commercial District. These guidelines should be consistent with the Secretary of Interior’s Standards for the Treatment of Historic Properties.

Proposals must be delivered to:

Justin D. Sanders, Planner I
Community Development Department
42 First Street, NW | PO Box 660
Pulaski, Virginia 24301
540.994.8619
jsanders@pulaskitown.org

All proposals must be received prior to 5:00 pm EST, Wednesday, February 26, 2020.

This public body does not discriminate against faith-based organizations in accordance with the Code of Virginia, § II-35.1 or against a bidder because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

Any questions or comments concerning this Request for Proposal (RFP) should be directed to Justin D. Sanders, Planner I at the phone number or email address noted above.
REQUEST FOR PROPOSALS

PROFESSIONAL SERVICES FOR REVISION/UPDATE OF HISTORIC DISTRICT DESIGN GUIDELINES FOR TOWN OF PULASKI HISTORIC COMMERCIAL DISTRICT

OVERVIEW

The Town of Pulaski is requesting qualifications, pricing information, and availability of a consultant to update the existing design guidelines and standards manual for the Pulaski Historic Commercial District under the guidance of the Community Development Department and the Town Architectural Review Board. The guidelines will contain the procedures, standards, and imagery necessary to ensure proper preservation, restoration, rehabilitation, and reconstruction of historic structures and cultural landscapes within the Historic District. The guidelines will also contain hazard mitigation and disaster preparedness standards for the Historic District.

The design guidelines will serve as the primary resource for property owners conducting any reconstruction, rehabilitation, or restoration in the downtown historic district. In addition, they will provide a guide for the Architectural Review Board (ARB) to use in decision making and for the Community Development Department’s Office of Planning and Zoning to use when reviewing alterations to any historic structures or properties.

A consultant with the requisite professional qualifications will be selected through a request-for-proposal process to prepare the design guideline manual for the Town of Pulaski Commercial Historic District. Professional qualifications include, but are not limited to, meeting the Professional Qualifications Standards for Archeology and Historic Preservation, outlined in 36 CFR 61 and available at www.nps.gov/history/local-law/arch_stnds_9.htm, and familiarity and ability to comply with the Secretary of the Interior’s Standards for Preservation Planning and the Virginia Department of Historical Resources guidelines.

The consultant must agree to comply with all applicable federal, state, and local laws, statutes, codes, ordinances, and regulations, including Title VI, Section 504, and the Americans with Disabilities Act.

The total Project costs for all services is not to exceed $25,000.

BACKGROUND

Located in Pulaski County, the Town of Pulaski was incorporated in 1886 and serves as the county seat. Situated in the heart of the New River Valley, the Town of Pulaski is home to over 9,000 Virginians. With a rich history, beautiful natural assets, and a plethora of recreational activities for residents and visitors alike, the Town of Pulaski is a vibrant center of activity for Pulaski County and Southwest Virginia.
The Pulaski Historic Commercial District encompasses approximately 46 acres centered along the historic Main Street, containing approximately 120 structures. Nearly 75% of those structures are considered contributing. The Pulaski Historic Commercial District was added to the Virginia Landmarks Register in December 1985 and the National Register of Historic Places in March 1986. The existing Design Guidelines for the District were adopted in July of 1987 and have never been revised or updated.

The local overlay district was established in the 1987 Zoning Regulations for the Town of Pulaski, which established an Architectural Review Board to review all alterations and additions to historic buildings within the District, along with oversight over new construction and demolition. The Architectural Review Board consists of five members appointed by Town Council, each holding expertise in areas of design, construction, and historic preservation.

**OBJECTIVE**

The project aims to revise, update, and/or propose new design guidelines for the Town’s Historic Commercial District. The Guidelines are intended to incorporate considerations and guidance concerning historic materials preservation and rehabilitation, new materials, compatible additions, new construction, signage, energy efficiency, alternative power, landscape elements etc. The Guidelines must also include information to aid in disaster preparedness and hazard mitigation as well as guidelines for response following a disaster incident. Having well defined guidelines provides a much-needed planning tool for both property owners and businesses. Staff and ARB members, who review property owners’ applications, need clear guidelines to better address the preservation and the evolution of the Town’s historic character. The consultant shall prepare commercial design guidelines for the Town of Pulaski which are:

- Easy to understand and well-illustrated for use by property owners and contractors
- In substantial conformance with the Secretary of the Interior’s Standards for Rehabilitation
- Written to give direction for designing infill commercial construction that is quality, well-planned and enhances the district’s historic character
- Addresses the incorporation of changing technologies such as materials, alternative energy, etc.
- Written to assist in the protections of Pulaski’s heritage resources, while supporting planning and development in the District which reflects the unique character of Pulaski and supports a thriving commercial downtown.

The total Project costs for all services is not to exceed $25,000.
SCENE OF WORK

The project scope of services includes, but is not limited to, the following:

Initial Meeting with Staff and Project Team

- The Town will schedule a meeting with the consultant before work begins to discuss the scope of work, methodology, schedule and other matters as necessary.

Public Meetings and Citizen Engagement

- The Town will also schedule an initial public meeting with the consultant to introduce the project to the public and receive public comment. This may be part of a regularly scheduled ARB meeting.
- The Consultant will coordinate with Town Staff and the Project Team on additional public meetings that may need to be scheduled during the project.
- The Consultant will be required to make a public presentation to summarize the final design guidelines.

Design Guidelines

The Consultant shall:

- Collect and review any pertinent existing studies as needed besides the existing guidelines to possibly include plans, zoning information, histories, photographs, National Register nominations and maps from the planning staff or other sources.
- Tour the historic district with staff in order to understand the issues and architectural character of Pulaski.
- Discuss in depth, the reasons, issues and expectations of this revision of the guidelines. Review the existing guidelines with staff and the Project Team to better determine what changes are needed, what new topics need to be covered and how existing processes, information and chapters need to be reorganized.
- Discuss the role of stakeholders in the process and the public outreach approach to ensure that all affected parties are represented in the project including property owners, neighborhood groups, merchants, institutions and other agencies. Consider use of on-line surveys, in-depth interviews, workshops with break-out groups, etc. Discuss with staff and others as needed.
- Meet with the Architectural Review Board and Project Team to introduce the project, review scope of work and schedule, and share a sample table of contents. Gain their perspective on the changes needed to the guidelines.
**Final Products**

- The document produced by the consultant will include guidelines that assist the Town of Pulaski ARB, Community Development staff, and property owners in determining appropriate design of rehabilitation of existing buildings and appropriate design for new buildings proposed for construction within the boundaries of the Pulaski Historic Commercial District. Illustrations (may be a combination of photographs and drawings) will accompany text to show examples of appropriate and inappropriate design choices for the district.

- The document will include the following statement: “This publication has been financed in part with Federal funds from the National Park Service, U.S. Department of the Interior. However, the contents and opinions do not necessarily reflect the view or policies of the U.S. Department of the Interior. This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office of Equal Opportunity, National Park Service, 1849 C Street, NW, Washington, D.C. 20240.

- The Consultant shall provide the Town with ten (10) bound copies of the draft Design Guidelines, plus one unbound copy. The Design Guidelines shall also be provided in digital format so that the Town may make future additions, changes, and incorporate the guidelines into the Town of Pulaski website.

**ESTIMATED PROJECTED TIMELINE FOR PROJECT**

Draft design guidelines are expected to be completed no later than August 1, 2020

**PROPOSAL PREPARATION AND CONTENT**

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content. Offerors are required to submit the following items for a complete proposal:

- A statement of the offeror’s understanding of the work to be performed.

- Information as to the offeror’s background and experience relative to these services being required.
• A listing of three (3) previous clients who may be contacted as references, for whom similar services of similar scope have been provided within the last five (5) years.

• Information as to the size and organizational structure of the offeror’s firm.

• A list of proposed project team members to include resumes identifying the type of professional personnel that will be employed to perform the contract. Resumes should describe the experience, education, background, licensure status, specific or technical accomplishments and any special qualifications applicable to contract performance.

• Number, type and value of current projects and effect of these on offeror’s ability to provide services as required during the contract.

• Geographic location of the firm (or office carrying out the work) relative to the project.

• Evidence of past performance relative to ability to complete projects on schedule and within estimated costs.

• Listing of any other special experience and qualifications relative to this project desired by the offeror.

• Proposed schedule for completion of all tasks.

• Itemized budget for completion of all tasks.

Proposal shall be signed by an authorized representative of the Offeror. All information requested should be submitted. The Town shall review all proposals to ensure that the required information is included. Failure to submit all information requested may result in a request to submit the missing information. Proposals which are substantially incomplete or lack key information may be rejected as nonresponsive. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.

Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Information which the Offeror desires to present that does not fall within any requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.

Ownership of all data, materials and documentation originated and prepared for the Town pursuant of the RFP shall belong exclusively to the Town and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protections of
Section 2.2-4342D of the Code of Virginia, in writing, either before or at the time the data or other materials to be protected and state the reasons why protection is necessary.

**SUBMISSION**

Five (5) copies of the proposal must be submitted to the Town of Pulaski along with one (1) digital copy. Each copy of the proposal should be bound or contained in a single volume where practical. All documentation submitted with the proposal should be contained in that single volume. The electronic copy may be submitted via jump drive or CD-ROM disk. No faxed or emailed proposals will be accepted.

Proposals must be received prior to 5:00 PM on Wednesday, February 26, 2020 by Justin D. Sanders, Planner I, Town of Pulaski Community Development Department, PO Box 660 Pulaski, Virginia 24301. Those wishing to send submissions via courier may send proposals to 42 First Street, NW, Pulaski VA 24301. It is the offeror’s responsibility to ensure that the proposal is received by the due date. All proposals will be time and date stamped upon arrival.

**PROPOSAL EVALUATION**

Proposals shall be reviewed and evaluated by a Committee as designated by the Town of Pulaski utilizing the following criteria:

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<th>Evaluation Criteria</th>
<th>Weight</th>
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<tr>
<td>Demonstrated Capacity (Past performance of firm on similar projects, as well as project manager and other team members; availability of consultant team members; extent of other completed projects of similar scope and magnitude).</td>
<td>30</td>
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<td>Experience and qualifications of personnel assigned to perform the services</td>
<td>30</td>
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<td>Proposed Work Program and Deliverables (Understanding of the assignment; quality of response to proposed work program deliverables).</td>
<td>20</td>
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<td>Communications (Organization/completeness of response; writing skills, as shown through the submission and any submitted work samples).</td>
<td>10</td>
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<td>Work Product Examples (Quality, appearance, presentation, and applicability of submitted work examples).</td>
<td>10</td>
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<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
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AWARD OF CONTRACT

Selection shall be made of the Offeror deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal, including price offered. Negotiations shall be conducted with the Offeror so selected. After negotiations have been conducted with the Offeror so selected, the Town of Pulaski shall select the Offeror which, in its opinion, has made the best proposal, and shall negotiate an acceptable Sales Contract/Lease Agreement with that Offeror. The Town of Pulaski may cancel the Request for Proposal or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. Any award is contingent upon the execution of a sales agreement between the parties.

Please address all questions to Justin D. Sanders, Planner I. Mr. Sanders may be reached via email (jsanders@pulaskitown.org) or by phone (540.994.8619) during normal business hours (Monday-Friday 8:30 AM to 5:00 PM).