

NOTICE OF REQUEST FOR QUALIFICATIONS: MUNICIPAL REDEVELOPMENT AND RENEWAL PLAN DEVELOPMENT

The City of Martinsburg, West Virginia seeks a qualified consultant team for the development of the City's Redevelopment & Renewal Plan, to be developed in accordance with the requirements of West Virginia Code Chapter 16, Article 18, including the plan provisions of § 6 and § 26.

Development of an appropriate plan will include public and stakeholder engagement, coordination with multiple City departments and officials, functional and land use planning, and coordination with other policies and documents governing land use planning and revitalization processes in the City of Martinsburg and State of West Virginia.

Background

Martinsburg is the largest city and county seat of the fastest-growing county in West Virginia. The City seeks to capitalize on this growth to support revitalization of its historic downtown and older building stock and reactivation of former industrial parcels to new uses that expand the city's tax base, support job creation, and improve the community's physical character.

In 2018, the City of Martinsburg completed the revision of its Comprehensive Plan, which lays out its high-level land use and development priorities. In 2019, the City created an Office of Economic & Community Development. In 2020, the City undertook a comprehensive update of its zoning to align its land use regulations with its goals for comprehensive community and economic development.

Recognizing the challenges of blight and deteriorated physical conditions, the City seeks to develop, with the support of an expert consultant team, a redevelopment and renewal plan that would guide the work of a potential Urban Renewal Authority and enable urban renewal projects in furtherance of the City's economic and community development.

Scope

The selected consultant team will work directly with the Office of Economic & Community Development, Planning Department, and City leadership to guide the overall process. Public outreach and stakeholder input will be crucial to the development of the Plan, as community buy-in will be necessary to the successful implementation of any recommendations.

Respondents should incorporate mechanisms for accepting meaningful public input from a broad spectrum of stakeholders, including: those unavailable during standard business hours, those without access to online communication tools, and those with direct connection to or control over blighted properties who may not reside within Martinsburg or have independent awareness of this planning process.

Content

The redevelopment and renewal plan shall include:

- Mapping and development of statistical and demographic profile of the geographic area of operation of Martinsburg's Urban Renewal Authority;
- Summary of best practices of other URA plans and outcomes in West Virginia and, as relevant, other jurisdictions whose redevelopment entities operate with similar authorities;

- Development of small area land use plans for locations identified by the City as key to renewal;
- Development of a revitalization strategy, including process and best practices for the use of URA powers to improve older buildings to higher economic- and community-serving uses; and
- Creation of visuals (e.g. sketch designs, infographics, renderings) to be used in promoting and supporting community and investor engagement in the activities of the URA.

Format

The final document to be provided shall be provided both digitally and in physical format with twenty (20) copies. To the greatest extent feasible, graphics, sketches, renderings, and photos shall be used to illustrate processes, concepts, and outcomes. All graphics, renderings, charts, or other non-text components shall be provided in digital format (PNG, JPEG, etc.) to support integration into other digital and print content.

Submittal

Interested consultant teams should provide the following information:

- Firm history, technical qualifications, and references;
- Staffing for the listed services, including resumes of key personnel and office location;
- Related prior experience with client references;
- Statement of approach with brief description of proposed methods;
- Samples of work product demonstrating the firm's communication and presentation style;
- Any additional information the team deems relevant and appropriate for consideration.

A total of five (5) physical copies and one (1) digital copy of the submission clearly marked "Urban Renewal Plan Response" shall be delivered to City of Martinsburg, Attn: Mark S. Baldwin, City Manager, 232 North Queen Street, Martinsburg, WV 25401 no later than January 29, 2021. All questions should be emailed to Shane Farthing, Director, Economic & Community Development at sfarthing@cityofmartinsburg.org. The deadline for questions is January 15, 2021

Selection

All submissions will be scored by the following City representatives or their designees: City Manager, Assistant City Manager, City Engineer/Planning Director, City Planner, Economic & Community Development Director.

Submissions will be reviewed and rated by city representatives using the criteria listed below:

- Experience and quality of proposal for developing and writing a clear and effective urban renewal plan (10 points);
- Experience analyzing and communicating demographic and socio-economic characteristics of a geographically-defined area (5 points);
- Experience and quality of proposal for developing and presenting functional and market-aware small-area land use plans (25 points);

- Experience and quality of proposal for developing tailored recommendations for urban renewal strategies and processes in local context (25 points);
- Experience and quality of proposal for the use of graphics, photos, sketches, charts, and renderings to communicate abstract concepts and future scenarios effectively (15 points);
- Experience and quality of proposal for gaining community input (20 points).

A shortlist of respondents will be notified by February 19, 2021 of the City's interest in proceeding with an interview. Interviews will occur March 1, 2021