

**REQUEST FOR PROPOSALS/QUALIFICATIONS FOR PROFESSIONAL  
ENGINEERING, ARCHITECTURAL AND LANDSCAPE ARCHITECTURAL  
SERVICES FOR**

**TOWN OF TAPPAHANNOCK  
DOWNTOWN BUSINESS DISTRICT REVITALIZATION PROJECT**

**A. PURPOSE**

The Town of Tappahannock, Virginia has received a Community Development Block Grant (CDBG) Business District Revitalization (BDR) Planning Grant from the Virginia Department of Housing and Community Development (DHCD) to fund Downtown revitalization planning activities.

The Town is working to identify strategies to enhance the downtown environment, remove barriers to new business growth and investment, and promote increased visitation and tourism. This Planning Grant process engages community stakeholders to identify the means through which the Town can implement short, mid, and long-term economic development goals and objectives to ensure the vibrancy of its downtown and broader community. The Town will submit a competitive application for a Business District Revitalization Community Improvement Grant (CIG) in spring 2023 to support implementation.

**B. BACKGROUND**

The Town of Tappahannock, is home to just over 2,000 residents. Strategically located in Essex County at the intersection of state route 360 and 17, Tappahannock experiences a high traffic count of approximately 25,000 cars per day. The downtown lies adjacent to the Rappahannock River, a prime location for personal watercraft, boating, fishing, and wildlife viewing, within sight of downtown shops and restaurants. Only one hour away from major cities like Richmond and Fredericksburg, Tappahannock is positioned to serve as a premier escape from big city life.

Tappahannock has undertaken several activities during the past two years that support revitalization efforts, including:

1. Hosted a series of community visioning sessions to engage citizens and stakeholders to identify short and long term opportunities;
2. Received a Virginia Main Street designation and hired a full-time director for Tappahannock Main Street;
3. Conducted an exterior building conditions assessment of all commercial properties in the downtown Main Street district;
4. Received a Virginia Tourism Commission grant to create a tourism marketing campaign.

5. Formed a Project Management team to guide Business District Revitalization efforts.



### C. PROJECT DESCRIPTION/SCOPE OF SERVICES

The project area will be the Downtown Main Street District of Tappahannock. The outcome of the planning grant will be to complete final plans and implement identified tasks that will improve the living conditions and economic conditions of Tappahannock by removal of all blighting influences and the revitalization of the downtown. The Downtown Business District Revitalization Project professional services activities will include:

- (1) Economic Restructuring Plan
  - a. The Economic Restructuring Plan will identify the means by which the Town may implement economic improvement strategies that will drive and direct the actions that best ensure true economic revitalization and

long-term vibrancy of the downtown and broader community. The outcome of the plan will be a framework around which the Town may strengthen and spur resources to attract investment and re-energize the community. Specifically, the Economic Restructuring Plan will:

- i. Examine the Town of Tappahannock's current economic climate;
- ii. Analyze local and visitor markets;
- iii. Develop a vision for the downtown business district;
- iv. Reflect business and community input;
- v. Identify strategies to enhance the downtown environment, remove barriers to business growth, and promote increased visitation and tourism;
- vi. Establish and prioritize both near-term and long-term goals and strategic initiatives to include specific projects for the Town to undertake. Near-term goals should focus on taking advantage of Tappahannock's existing opportunities and assets. Long-term goals should provide the foundation for new employment opportunities and the attraction of expanded business and industry;
- vii. Provide cost estimates for prioritized projects.

## (2) Marketing Implementation Plan

- a. Informed by the community vision and economic restructuring analysis, the consultant will develop an initial Marketing Plan for the Town of Tappahannock. The implementation strategies should include a prioritization and/or phasing plan and the best method of implementation. Specifically, the Marketing Implementation Plan will:
  - i. Branding, including creation of a message strategy and positioning statements;
  - ii. Public relations;
  - iii. Signage, including wayfinding signage to and within downtown;
  - iv. Promotional materials;
  - v. Review of current citywide events and how to better incorporate downtown businesses into those events;
  - vi. New events and activities to promote the district;
  - vii. Schedule of events and/or calendar of activities;
  - viii. Website information and social media recommendations and strategies;
  - ix. Other related marketing recommendations and strategies.

## (3) Physical Improvements Plan

- a. The Physical Improvement Plan will address physical blight and include prioritization and/or phasing plan for improvements. Specifically the Physical Improvements Plan will:
  - i. Identify priority projects for downtown revitalization efforts, including improvements to blighted properties, facade enhancements, corridor improvements, improved public spaces and

- accessibility, signage, and layout in business district (sidewalks, intersection improvements, etc.)
- ii. Prepare a Preliminary Engineering Report (PER) providing details regarding necessary infrastructure upgrades, replacements or improvements within the designated project area.
  - iii. Complete research, documentation, and notification to satisfy the Environmental Review Record and Section 106 requirements associated with the potential or perceived outcomes of investments in the project area.
  - iv. Prepare images of design ideas to inspire and guide future development. Develop streetscape concepts and facade renderings for downtown buildings, selected in coordination with the Project Management Team. These images may be included during the community engagement process to facilitate the development of a downtown vision.

#### **D. TIMELINE & BUDGET**

All work is to be completed no later than June 1, 2023. This contract is supported by a Community Development Block Grant (CDBG) Business District Planning Grant administered through the Virginia Department of Housing and Community Development (DHCD). The budget for the project is limited to CDBG Planning Grant funds of approximately \$50,000.

#### **E. PROPOSAL CONTENTS**

All respondents should submit a written Statement of Qualifications (SOQ) to include information about the respondent directly related to each of the selection criteria outlined in Section C herein. All information should be submitted succinctly. Proposals shall not include estimates of costs or man-hours to perform desired services. Respondents must submit at least 3 professional references with contact information. A respondent may submit an SOQ to be considered for any or all of the requested services in Section C.

#### **F. SELECTION PROCESS/CRITERIA**

A subcommittee of the Project Management Team will review and evaluate all SOQ's submitted by firms responding to the RFP. The proposals will be evaluated and ranked based on the Selection Criteria outlined in Section E herein. The Town may ask the top ranked firms to attend a presentation/interview as part of the evaluation process. At the conclusion of the evaluation process the firms will be ranked in priority order with the highest ranking firm being selected to negotiate a contract with the Town. If a contract satisfactory to both parties cannot be negotiated, the Town will then enter into negotiations with the next highest ranking firm and so on until an

agreement is reached. The respondents will be evaluated based on the following criteria:

1. Qualification of firm's staff;
2. Familiarity with Downtown Business District Revitalization activities;
3. Capacity of firm to perform the work within limited time-frame;
4. Quality of performance in past and/or similar projects;
5. Knowledge and familiarity of firm's staff with Virginia's DHCD Planning Grant and Community Improvement Grant procedures and requirements;
6. Approach to economic revitalization strategy;
7. Cost of proposal.

#### **G. SUBMITTAL**

Respondents should submit five (5) copies of the proposals titled **TOWN OF TAPPAHANNOCK DOWNTOWN BUSINESS DISTRICT REVITALIZATION PROJECT** to Eric S. Pollitt, Town Manager, P.O. Box 266, Tappahannock, Virginia 22560 postmarked no later than Wednesday, March 30, 2022. One electronic copy must be sent to [epollitt@tappahannock-va.gov](mailto:epollitt@tappahannock-va.gov) on or before Wednesday, March 30, 2022 at 2:30pm.

The Town of Tappahannock does not discriminate against an organization or firm because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by law relating to discrimination in employment. Local, minority-owned, and female-owned firms are encouraged to respond.