



Town of Holden Beach

RFQ- Comprehensive Design Plan (Jordan Blvd., Block Q, Bridge Area)

Project Introduction

The Town of Holden Beach ("Town") is seeking qualifications from architecture and engineering firms to provide a comprehensive design plan for Jordan Boulevard, Block Q, the area under the bridge, and the end of Jordan Boulevard where the former pavilion was located. This plan will be used as a guide to meet the Town's recreational and service needs for activities including but not limited to a stage/pavilion, dance floor, pickleball courts, boat parking, and vehicle parking. The goal is to maximize the use of these spaces without constraining the selected firm in directing the placement of these amenities.

Issue Date: December 19, 2025

Proposals Due: January 30, 2026 by noon

Send submissions to:

Heather Finnell, Town Clerk
110 Rothschild Street
Holden Beach, NC 28462

All questions regarding this RFQ must be received by January 16, 2026 at noon and should be directed to Bryan Chadwick at bryan.chadwick@hbtownhall.com. Responses to questions will be provided no later than January 23, 2026 at 5 p.m.

Project Description

The purpose of the project is to develop a comprehensive master plan for the Jordan Boulevard/Block Q area which is located around the Holden Beach Bridge. Qualified consultants will assess the area and develop a comprehensive plan to meet the current and future recreational needs of the citizens and our many visitors. The plan should include but not be limited to the following:

1. Assessment of existing conditions that includes data and demographic information. Topics of interest should include:
 - Demographic and Sociological Factors including population composition, population growth projection and trends
 - Tourism
 - Transportation
 - Community Services and Facilities
 - Parks and Recreation Services

- Natural Environment and Related Features
 - Community Character
2. Thorough Assessment of Amenities (proposed and existing)
- An existing conditions assessment, including a site inspection, of current facilities of the Town of Holden Beach Parks and Recreation Department should be conducted to assess the current conditions and suitable uses. Specifically, an evaluation of amenities/programs at nearby Bridgeview Park should be taken into consideration in deciding how to best develop the project area. Specific components should include, but not be limited to:
- Inventory of Existing Recreational Facilities-including pickleball courts, concert space, etc.
 - Existing Recreation Programs, Special Events, and Festivals
 - Available Parking-vehicular and boat trailer
 - Recreational Needs Assessment
 - Review of the Town's CAMA Land Use Plan, Zoning Ordinances, and Parks and Recreation Master Plan as part of recommendations
 - Review of any legal documents regarding the site
 - Review of Previous Plans that may be beneficial in development
3. Development of a Comprehensive Plan
- A comprehensive plan that best utilizes available town-owned space for the placement of facilities should be a final work product.
- Consider the work will be conducted in phases and budgeted over several years until completion
 - Include any stormwater elements and permitting requirements that will be needed for each element
 - Describe public involvement or ways the firm will provide public feedback for development
4. Appendices/Maps
- The Town's most recently approved CAMA Land Use Plan, Zoning Ordinances, and Parks and Recreation Master Plan should be considered as part of recommendations in the evaluation process to make sure nothing that is proposed conflicts with these documents. Ways in which these planning documents were tied to designs should be included in the Appendices as well as the Public Engagement Results. Current maps of the general vicinity, existing facilities, and other relevant maps should also be included in the appendices.

Materials/Documents

Professional graphics and documents shall be required at various stages of the planning process. They shall include:

- Professional support renderings, maps, graphs, charts and photographs to illustrate data as needed for meetings and presentations

- An Updated Master Plan bound document which includes all text, graphs, tables, charts, maps, plans, illustrations, and photographs needs to present the plan and its process in its entirety in a succinct and professional format. A draft shall be presented for staff approval prior to completion of the plan.
- A summary of conclusions and recommendations included in the Updated Master Plan

Master Plan Products

- Ten copies of the first draft shall be required.
- Ten copies of the final Master Plan Report document including any maps that can be reproduced and contained within the report. The final report should include survey results and a summary of public comments on the plan. One of these copies should be in a three-ring binder. The others should be bound.
- Presentation graphics in the form of charts, maps, photographs, etc. used in community workshops.
- One electronic copy of the Master Plan. Copy should be completed using Windows Word Program and all maps should be available in PDF and JPEG formats.

Public Involvement

It is envisioned that the plan will involve some public outreach, stakeholder input, and public engagement. This includes capturing a vision for the future of the community to help guide projects.

Submittal Contents

Please submit ten (10) copies of your proposal. One of these copies should be in the three-ring binder described above. Each proposal should be submitted in bound "8 1/2 x 11" format and shall include all relevant photographs and drawings. One digital copy should also be provided. Proposals shall provide the following information:

- Cover Letter: Including verification that demonstrates the consultant's history of successful master planning. Proposals will be evaluated based on the expertise of the consultant team and the overall experience of the team with emphasis on parks, recreation, and facilities.
- Identify the project staff: A list of proposed project team members and their respective expertise in such work should be included. An organizational chart identifying all staff assigned to the project should be included. Roles should be defined regarding responsibilities and tasks assignments for each member for the duration of the project. Current workload of key staff should be included. Indicate any work or resources that are to be subcontracted or assumed to be provided by local government agencies.
- Project Approach: Describe your team's approach to successfully delivering the project. Provide details on how each task will be completed. Include any recommendations for maximizing effectiveness and efficiency.
- Scope of Work: Provide details regarding the specific methodologies, approaches, tasks, and schedule being proposed. Respondents may propose a methodology or set of tasks that

are different from those in the Project Description, but the submittal must meet or exceed the indicated deliverables and state why a different methodology/tasks are recommended.

- Supporting Examples: Provide a list of three (3) similar or relevant projects including graphic representation. Links to these projects are also encouraged.
- References: Provide a minimum of three (3) references with which the applicant has provided similar planning/design services for within the last five years. References should include: name, phone number, email address and a description of services provided to that contact.
- Proposed Schedule: Detailed schedule of completing work, including intermediate project stages leading to the final project.

Qualification packages (no more than 30 pages) along with a letter from the firm principal committing the qualification package for a minimum of 60 days should be clearly marked-**Qualification Package for Block Q/Jordan Design Plan** to the Town Clerk at the following address no later than noon on January 30, 2026.

Town of Holden Beach
Attention: Heather Finnell
110 Rothschild Street
Holden Beach, NC 28462

Selection Process

Once the proposals are submitted, the staff will review and score proposals.

Evaluation Criteria

The following criteria will be the basis on which consultants will be selected (in no particular order):

1. Team organization and structure
2. Personnel qualifications
3. Specialized experience of the firm and related experience with similar projects, with emphasis on recreational facilities and programs
4. Proposed project approach, the methodology for forming the comprehensive master plan and the schedule of completion
5. Demonstrated knowledge of the area where the project is located
6. Experience conducting public meetings
7. Current workload and firm capacity demonstrating estimated timeline for design completion if selected
8. Client References
9. Quality of Proposals

General Comments

- Any cost incurred by consultants in preparing, submitting, and presenting an RFQ for the project shall be at the sole expense of the consultant. The Town of Holden Beach is not responsible for any costs incurred prior to the issuance of a signed contract.

- Any and all responses submitted will, upon submittal, become the property of the Town of Holden Beach, and will be public records, unless the submitting party takes appropriate steps to exempt information from the requirement of the Public Records law.
- The Town of Holden Beach reserves the right to negotiate a contract, including the scope of work and contract price, with any respondent or qualified party.
- This request does not commit the Town of Holden Beach to award a contract, to pay any costs incurred in the preparation of a response to this invitation, or to procure or contract for services.
- The Town is committed to ensuring that small business enterprises as well as business enterprises owned and operated by women and/or minority persons are afforded every opportunity to fully and fairly participate in the Town's procurement process for goods and services. Small and minority businesses, women's business enterprises, and labor surplus area firms are encouraged to submit qualifications. Firms using subcontractors must solicit such firms in the subcontracting process.