Request for Proposals
Mustang Alley Feasibility Study

Project Name and Location
Town of Williamston - Mustang Alley Feasibility Study
Williamston, South Carolina

Background Information
The Town of Williamston is soliciting proposals from planning and design consultants to help guide the development of a feasibility study for the Town of Williamston. This project is intended to be highly illustrative and will be utilized as an aid in marketing the final ideas and recommendations to potential funders and community partners.

The Town of Williamston is seeking the services of a consultant firm/team with town planning and economic development experience. Respondents should have broad experience in citizen involvement, visioning, community planning, commercial growth and redevelopment, landscape architecture, historic preservation, transportation, market analysis, and implementation.

The Town of Williamston is currently participating in the Main Street Program with oversight from Main Street South Carolina. A branding effort and Master Plan have been adopted (Spring 2016; the Plan may be viewed at http://envisionwilliamston.com/resources-3/community-master-plan/). Since that time, a number of projects have already been initiated to begin the Plan’s implementation. This feasibility study relates to the redevelopment of the downtown historic commercial area.

Project Description
The Mustang Alley Feasibility Study is phase 2 of a two-part Hometown Economic Development Project funded by the Municipal Association of South Carolina, the South Carolina National Heritage Corridor, and Envision Williamston. The overall project is called “Best Look, Best Talent Project.” Its first phase is a façade improvement program, designed to incentivize local merchants to begin the process of creating an attractive array of storefronts for the downtown corridor. A separately funded “Main Street Challenge” will incentivize new businesses to utilize some of the vacant storefronts in town.

In phase 2, the Mustang Alley Feasibility Study will explore possible adaptive reuse of at least two (2) storefronts for creation of an event-oriented alleyway or pocket park with possible connections to a “backdoor” open market or performance / event venue. The potential return on investment will be evaluated under a separate contract within the context of: utilization in conjunction with existing downtown festivals and events, hosting of small gatherings and site-specific events, and prospective utilization within a vision of a continuing downtown development plan. The study is designed to formulate the conceptual design options; assess their feasibility in terms of cost, location, and acquisition; address ease of completion; allow for community input; and consider safety and environmental implications for each approach.
Description of All Professional Services Required for the Project
Landscape Architecture, Community Planning and Evaluation, Historic Preservation, and Engineering

Funding Available: Not to exceed $21,000.

Elements of the Mustang Alley Feasibility Study
The goal of the Mustang Alley Feasibility Study is to provide a document that will create a vision to guide the growth, development and redevelopment of the downtown area with an eye toward the development of a pocket park and/or an alleyway and an open area event venue for social gatherings. Williamston also seeks to address the challenge of redevelopment while keeping its decisively “small town” atmosphere and low cost of living. The feasibility study therefore, should help the Town’s decision makers design spaces that make Williamston a desirable, livable, and sustainable community of choice, tie in well with its larger Mineral Spring Park, and coordinate effectively with the new pedestrian and bicycle trail.

Envision Williamston, a private nonprofit, serves as the town’s Main Street Program and will manage the project. It will appoint the Feasibility Study Steering Committee (FSSC) that will work with the chosen consultant to help guide the development of the study. The consultant may suggest additional elements as part of the RFP response, but the following is a list of elements that should form the foundation of the feasibility study:

- An understanding of the community: its demographics and assets
- Address sustainability and potential environmental impact(s)
- Assess the economic development and job creation/loss impact(s)
- Give consideration to preservation and enhancement
- Incorporate connectivity features
- Incorporate arts, culture, and historic resources when appropriate
- Consider public safety and healthy community aspects
- Infrastructure inventory and assessment (e.g. structural integrity)
- Marketing and tourism opportunities

Envision Williamston is seeking a feasibility study with the process, content, and structure to achieve the following as described below.

Part A. Flexible and Connected Conceptual Design

The Town of Williamston has done an excellent job in hosting a wide variety of large-scale events, of which most are held at its historic Mineral Spring Park. While the Town’s population is just under 4,000 (ESRI, 2016), it has the ability to draw visitors from a regional level with a combined trade area population of 119,902 people (EW Community Master Plan, 2016, p. 27). Already, nearly 45,000 people have gathered in its Park in FY 2015-16 for events such as its Christmas in the Park Celebration of Lights, the annual Easter Hunt, the Spring Water Festival, and the new Homesteading Festival that achieved a record attendance of 6,000 visitors in early September 2016.

However, there are few venues for hosting smaller gatherings, and nowhere that offers outdoor dining or seating for small groups or social gatherings using an outdoor pavilion. The Mustang Alley Feasibility Study will explore the development of this type of venue. This feasibility study
will help the Town take the next step toward diversifying the types of events it can sponsor; creating connections for Park visitors to the town’s historic downtown merchant area; and becoming a draw for a wide array of consumer markets with specialized interests.

The project is based on several successful alleyway and pocket park designs used in cities such as Anderson and Hartsville. However, this project takes the design of the alleyway one step further. This innovative project seeks to incorporate the concept of “modularity” or adaptable meeting spaces in the downtown historic corridor of the Williamston community. Tested successfully in healthcare environments and the performing arts, modularity is one of the most contemporary and popular innovations in architectural design. It fosters resilience and sustainable design practices, creating connectivity and enhancing livability.

Some of the intended uses of the space may include:
- Art crawls, photography shows, and contests
- Jazz concerts and small string ensembles
- Student-led culinary contests
- Performance art demonstrations, e.g. dance, mime, or magic
- Weddings and family gatherings
- Small business and community group meetings or picnics

To accommodate all of these potential uses, the space must be flexible in its design and have the ability to be reconfigured easily based on the needs of the group utilizing the space.

Part B. Engineering

The study sites will require an engineering study component. At least three sites will require a structural and storm water drainage assessment.

Completion Date

The final work product should include three comparative conceptual designs, schematic drawings, intended uses, cost estimates, with a conceptual analysis of the options, and the consultant’s final recommendations. All project work must be completed by **July 28, 2017**. An extension until August 25th may be granted to allow for edits to the final report.

**Proposal Submission**

All submissions must be received no later than **Friday, May 12, 2017 at 5:00 PM**. Please clearly label as “Town of Williamston: Mustang Alley Feasibility Study” and deliver your electronic submission to:

Sonya Crandall  
Envision Williamston  
12 W. Main Street  
Williamston, SC 29697  
Email: sonyacew@gmail.com

Questions and clarifications regarding this RFP may be made by contacting Sonya Crandall at 864-847-7473 or via email at sonyacew@gmail.com.
Mustang Alley Feasibility Study
Request for Proposals – Bid Form

1. Applicant Name: ______________________________________________________

2. Contact Name: _________________________________________________________

3. Telephone Number:_________________________ 4. Cell Number:________________________

5. Fax: ___________________________ 6. Email Address: ________________________________

7. Mailing Address: _________________________________________________________

8. Estimated Total Project Cost: ________________________________________________

9a. Proposed Start Date: _______________________________________________________

9b. Proposed Completion Date: _________________________________________________

Below is the content portion of the Mustang Alley Feasibility Study bidder’s application. You may attach additional pages to complete your response, but no more than 5 pages in total, plus attachments.

10. Project description for architectural components (e.g. renderings, design features, space configurations, alternative uses, options, and implications, etc.):

11. Project description for engineering components (e.g. structural and safety observations for each space and design under consideration)
12. Final Report Outline (To include Schematics of Design Options, Intended Uses, Engineering Assessment, Cost Analysis, Assessment of Impact on Community’s Quality of Life, and Final Recommendations)

13. Project Budget:

14. Applicant Qualifications:

15. Timeline:

16. Attachments: (Please list. Applicants may attach up to 4 attachments.)

________________________  _______________________
Signature of Applicant       Date

Bidders who deviate from the approved RFP Bid Form will be disqualified.

Submit completed Bids to:
Sonya Crandall
Envision Williamston
12 W. Main Street
Williamston, SC 29697
Email: sonyacew@gmail.com