

Request for Proposal



City of Clemson

Redevelopment Workshop Services: Creating a Shared Vision for the Redevelopment of Uptown Clemson

Issued: June 11, 2021

Due: June 30, 2021 @ 1:00 p.m.

Responses shall be returned on or before June 30, 2021 at 1:00 PM to:

City of Clemson
Attn: Andy Blondeau
1250 Tiger Blvd
Clemson, SC 29631

The City of Clemson is not responsible for delays in the mail and retains the right to reject any and all proposals in whole or in part.

Background:

The economics of high-density student housing development in the downtown area has created a market where our mixed-use zoning, that allows for residential uses in commercially zoned areas, is resulting in large scale student housing with empty ground floor retail.

In 2019, a moratorium on high density student focused development was passed by Clemson City Council. This initiative was a grassroots community effort to preserve the identity and character of the city. The City Council responded by conducting a study to develop a strategic plan for development. This plan, known as Clemson Next, is intended to guide decisions about development.

One of the recommendations in the plan is to conduct a redevelopment workshop for the area referred to as uptown in the plan. See Map. The Clemson Next process found that this area is of particular importance to the city's future and any new development or redevelopment must support the vision and values of the City of Clemson while balancing the needs of a diverse group of stakeholders and addressing the complexity of the area.

Community priorities for the uptown area include:

- Creation of a balanced mix of housing including student, workforce and affordable housing
- Establishment of a civic gateway into Downtown
- Inclusion of parks and enhancement of connections to natural areas
- Mitigation of traffic on Tiger and College Boulevard
- A plan/design that drives more pedestrian and bicycle transit and less vehicular traffic
- Inclusion of active, occupied ground-floor commercial uses
- Leverage the opportunity to create a lake front extension of the downtown area.
- Create mixed-use development with adequate buffering, transitions, and compatibility between uses and to surrounding properties and neighborhoods

The primary goal of this process is to create an implementable and economically viable development vision and development/redevelopment framework for uptown Clemson that supports the vision and values of the City of Clemson and balances the needs and desires of the community and property owners.

The final product should include alternative concepts and, more importantly, a framework for how the city and property owners “do” development that incentivizes creative, sensitive development, and balances constraints placed on and latitude given to developers.

Scope:

Conduct an inclusive process that allows stakeholders to identify and discuss development related issues so they can collaboratively develop solutions. The process includes, 1) Ideation, understanding issues and facts, and educating stakeholders, citizens, and property owners on the issues and facts; 2) Initial presentation of development concepts and framework for development for review and critique; 3) Recommendations for a path forward; 4) Presentation of final product.

- 12-15 week timeline
- Prepare workshop agenda
- Prepare base maps that will be used during the workshop
- Introductory presentation for the workshop that shows the background leading up to the process, and a description of how the workshop will take place.
- Workshop staffing – the consultant will provide the necessary staff to take notes and facilitate any small group sessions conducted during the workshop
- Provide a closing presentation and document that outlines a development process and framework for the uptown district including concepts for development and types of appropriate development that are economically viable for property owners and desirable or acceptable to the community at large. The final document should also provide guidance that can lead to the creation of zoning ordinances and other tools that can lead to successful implementation of the plan.

The City Shall:

- City staff will handle the meeting logistics (location, food/drink, audio video needs, etc), printing of materials (up to 11 x 17 in size) and meeting invitations.

Inquiries:

All questions regarding the RFP should be sent in writing to Andy Blondeau at ablondeau@cityofclemson.org. Proposers are directed not to contact other City staff or City Council in conjunction with this request. Substantive requests for information received will be responded to in writing by the City in the form of an addendum to this RFP and sent to all RFP recipients.

Proposal Format: The proposal should consist of the following major sections, in the order shown:

- Transmittal Letter
- Executive Summary
- Proposal Information, including firm's approach to completing project
- Key Personnel Resumes and References
- A list of similar projects that the firm has completed in the past. Please include samples of your work.
- Include the dollar value for each project task

- Letters of recommendation and references
- Sub-consultant Information & Scope (If Any). The preferred firm will have the in-house resources to perform work.
- Design schedule showing all critical paths and key milestones

Qualifications:

Demonstrated expertise in urban design, community planning, strategic planning, and real estate development expertise including experience working on projects requiring complex land acquisition and land assembly.

Demonstrated experience with working in college towns.

Demonstrated ability to work with and lead committees made up of diverse stakeholders.

Expectations:

The selected firm will be expected to conduct an on-site, boots on the ground site analysis prior to conducting the workshop.

The selected firm must be familiar with, or will become familiar with the SC Local Government Comprehensive Planning Enabling Act and other state and local laws pertaining to zoning and development.

The selected firm must be familiar with, or will become familiar with the City of Clemson Comprehensive Plan and the City's vision and values.

Selection Process: The Clemson City Council will evaluate all responsive submissions and will invite the top candidates to do an in person presentation.