

**CITY OF MURRAY/MURRAY MAIN STREET**

**REQUEST FOR PROPOSAL**

**DOWNTOWN MASTER PLAN**

**April 27, 2010**



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## SUMMARY

The City of Murray, in partnership with Murray Main Street, is accepting proposals to develop and design a Downtown Master Plan. This will be a concept to completion production with input sessions from the community. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be chosen.

## PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 12:00pm/noon CST, Wednesday, May 26, 2010, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

Information should be sent to:

Murray Main Street  
P O Box 143  
201 S 4<sup>th</sup> Street  
Murray, KY 42071

Questions concerning this application process should be addressed to Deana Wright, Murray Main Street at 270.759.9474 or [murraymainstreet@murray-ky.net](mailto:murraymainstreet@murray-ky.net)

## CONTRACT TERMS

The City of Murray/Murray Main Street will negotiate contract terms upon selection. All contracts are subject to review by City of Murray legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

## PURPOSE, DESCRIPTION AND SCOPE OF WORK

### **Purpose**

The City of Murray/Murray Main Street currently has an outdated master plan that was developed in 2001. The 2001 master plan focused only on the immediate downtown area. The City of Murray/Murray Main Street intends to expand the focus area to include the University and older residential areas of Murray City Proper. All design ideas will become sole property of the City of Murray/Murray Main Street.

### **Description**

Create a user-friendly tool for the City of Murray/Murray Main Street which will drive possible projects to the forefront and give a basis for redevelopment in downtown and historic residential areas and create a corridor to the University. The approximate project area will be 4<sup>th</sup> Street to 16<sup>th</sup> Street, East to West and Olive Street to Elm Street, North to South. An emphasis on connectivity from downtown to Murray State University is a must.

### **Scope of Work**

The scope of work will be complete in two phases:

PHASE I: Inventory and Analysis

PHASE II: Design Development

PHASE I: Inventory and Analysis will include but not be limited to:

- Conduct pre-planning meeting and public meetings to gather information
- Review all existing plans with the City of Murray/Murray Main Street
- Review utility information
- Clearly define intersections and connections
- Define current parking availability and possible future parking options
- Gather information on buildings, walkways and their conditions, existing landscapes, exterior lighting, and other site improvements.
- Identify landmarks and areas which could be used as green space
- Develop conceptual design involving all modes of transportation (pedestrian, bicycle, transit and vehicular)
- Design landscaping that will enhance the area and help define the corridor
- Incorporate Wayfinding signage and Public Art.

PHASE II: Design Development will include but not be limited to:

- Conduct public design charrette workshop and review inventory and findings with the public. Develop alternatives for roadway, parking and areas of improvement.
- Prepare illustrations for workshop
- Prepare powerpoint presentation
- Develop outline of future projects

- Develop final master plan and conduct final presentation
- Submit master plan in booklet and pdf format.

## TIMELINE

- This RFP is dated April 26, 2010. Proposers may also request a copy be sent via email by contacting Deana Wright at [murraymainstreet@murray-ky.net](mailto:murraymainstreet@murray-ky.net).
- Proposals are due no later than 12:00pm/noon CST, Wednesday, May 26, 2010.
- Proposals will be evaluated immediately thereafter.
- The name of the candidate firm who has been selected will be decided on or about May 28, 2010.
- Negotiations will begin immediately with the successful candidate and work will begin immediately upon written agreement.
- All other candidates will be notified on or about June 15, 2010.

## BACKGROUND OF ORGANIZATION

### **Our Mission**

The mission of the Murray Main Street Program is to help revitalize our downtown court square area. It is our aim to help stimulate economic development and investment in downtown by encouraging cooperation and building leadership in our local business community. Murray has been certified as a Kentucky Main Street community for 12 years and is also certified as a National Main Street community.

### **History of Murray and Calloway County**

Located in the Purchase Area of Western Kentucky, Calloway County has a population of 36,240 and the City of Murray has a population of 16,557. Murray is the county seat of Calloway County and is situated eight miles from the Tennessee State line. Murray is located just 15 miles west of Kentucky Lake and a few hours drive from Nashville, St. Louis, Louisville and Memphis. In fact, our central location places us within a one day drive of most of the eastern United States. The terrain is rolling wooded countryside with corn, soybeans, wheat and tobacco as the primary crops.

Murray is home to Murray State University with a student population of over 10,000. Some of our major employers are Briggs and Stratton, Pella Windows and Doors, Kenlake Foods and Murray State University. Murray has excellent medical care, relatively low housing costs, unlimited outdoor recreation, a variety of arts and entertainment and very active community organizations.

## STAFF AND LOCAL RESOURCES

- Murray Main Street and the Design Committee will be available to assist with meetings needed to accomplish this project.
- Murray Main Street will assist with compiling past information and plans used.
- City of Murray GIS department will be available to provide maps needed.
- City of Murray Utilities and Murray Electric Systems will be available to help identify current utilities and demands, as well as future demands.
- Murray State University will be available to assist as needed.

## QUALIFICATIONS

- Experience in historic preservation
- Working knowledge of the Secretary of the Interior's Standards for Rehabilitation and Kentucky Streetscape Design Guidelines for Historic Commercial Districts.
- Experience working with regulatory agencies such as the Kentucky Transportation Cabinet, the Kentucky Heritage Council etc
- Small community downtown planning
- Design experience in corridor enhancement projects
- AICP certified

## EVALUATION CRITERIA

Proposals will be evaluated and ranked on the basis of the following considerations:

- Experience of proposed personnel
- Familiarity with local context
- Past project experience with urban redevelopment and historic preservation
- Past experience with corridor enhancement projects