



**Downtown Parking Management Plan
(DPMP)**

For

City of Kannapolis, NC

Request for Qualifications (RFQ)

Issued By: Kannapolis Planning Department

Issued: November 4, 2016

Proposals Due: November 28, 2016 (5:00 PM EST)

1. Introduction

The City of Kannapolis, North Carolina (“City”) is seeking Qualification Statements from transportation planning or engineering professionals for the preparation of a “Downtown Parking Management Plan (“DPMP”) for the City. The DPMP will assess current parking inventory within the DPMP Study Area and determine the parking supply required to accommodate projected future development within the Study Area. The DPMP must also include recommendations for the provision (public and/or private) and management of parking spaces and facilities within the Study Area. The City is interested in firms (or teams of firms) capable of providing professional services including, research, analysis, mapping, public engagement and document preparation.

2. Community Background

The City of Kannapolis NC is located within the Charlotte metropolitan region, in Cabarrus and Rowan Counties, approximately 25 miles northeast of the City of Charlotte. Incorporated in 1984, the current population of Kannapolis is estimated at approximately 46,000, making it the 20th largest municipality in North Carolina. Located within the “Piedmont” region of the state, Kannapolis measures approximately 32 square miles (including three lakes and a public reservoir), with an additional 33 square miles potentially available for annexation. The City also exercises “extra-territorial” planning and zoning jurisdiction for approximately 5 square miles in Rowan County.

The origin of the City of Kannapolis can be traced to the purchase of land in 1906 by J.W. Cannon to establish Cannon Manufacturing - a textile mill that produced towels and sheets utilizing the abundant supply of cotton grown in the region. By 1914, Cannon Manufacturing became known as the world’s largest producer of towels and sheets, and at its height of operation employed 20,000 workers. Cannon Mills – as it came to be known – defined the City of Kannapolis for much of its history until the mill closed in 2003. In 2004 the mill and its facilities were purchased by David Murdock, who soon after announced plans to demolish the 6 million square foot industrial complex and built in its place the North Carolina Research Campus (NCRC), a \$1.5 billion public-private venture dedicated to food, nutrition and biotech research. In 2008, construction was completed on 3 new buildings which currently comprise the NCRC, and is home to ground breaking research conducted by eight universities including Duke, UNC Chapel Hill and NC State, as well as private companies such as Dole Foods, General Mills, Monsanto and JC Med, LLC.

Since 2010, the City’s residential population has grown by 7%, with most of that growth coming in the City’s western area. The City has also seen healthy growth in its commercial and industrial sectors, with the most recent additions being Data Chambers and the wholesale distributor Gordon Food. Sports and cultural opportunities offered in Kannapolis include the Kannapolis Intimidators (Class A Affiliate for the Chicago White Sox), Stewart-Haas NASCAR and Formula I Race Teams, Dale Earnhardt Tribute Park and the NC Music Hall of Fame. Kannapolis is served by three different public school systems, and is home to multiple campuses of Rowan-Cabarrus Community College, which has recently announced that it will build its Advanced Technology Center (“ATC”) on the

grounds of the NCRC located in downtown Kannapolis. The ATC will focus on practical training of students for jobs in the rapidly growing technology sectors.

Downtown Kannapolis features several historically significant sites, including a collection of neoclassical Georgian architecture storefront buildings modeled after Williamsburg VA, and the Gem Theatre – built in 1936 (rebuilt in 1948 after a major fire) and one of the oldest single-screen movie theatres in continuous operation in the United States.

In 2014 the City of Kannapolis launched a new branding initiative: *“Discover a Healthy Life”*. This initiative is focused on offering residents a variety of opportunities to practice and engage in a healthy lifestyle. Numerous recreational amenities offered through the City’s Parks and Recreation Department, A Farmers Market, partnership with the NCRC and Cabarrus Health Alliance provide Kannapolis citizens with the opportunity to live a healthy life in a vibrant community.

3. Downtown Redevelopment

In September of 2015, the City purchased approximately 55 acres in the downtown, consisting of more than 700,000 square feet of commercial/office space, the 16 acre former Cannon Mills Plant 4 site, and several other properties. This purchase was intended to facilitate the revitalization of the downtown as a mixed-use center, featuring residential, commercial, office and cultural uses. The City has partnered with Development Finance Initiative (DFI), affiliated with the UNC School of Government, on preparation and implementation of a “Revitalization Master Plan” for the downtown.

The City’s master redevelopment plan estimates \$350 to \$400 million in private investment in downtown over the next 10 years. At full build out, the plan assumes the following total development (new development and reuse):

Residential: 1,850 units

Retail: 240,000 SF

Office: 90,000 SF

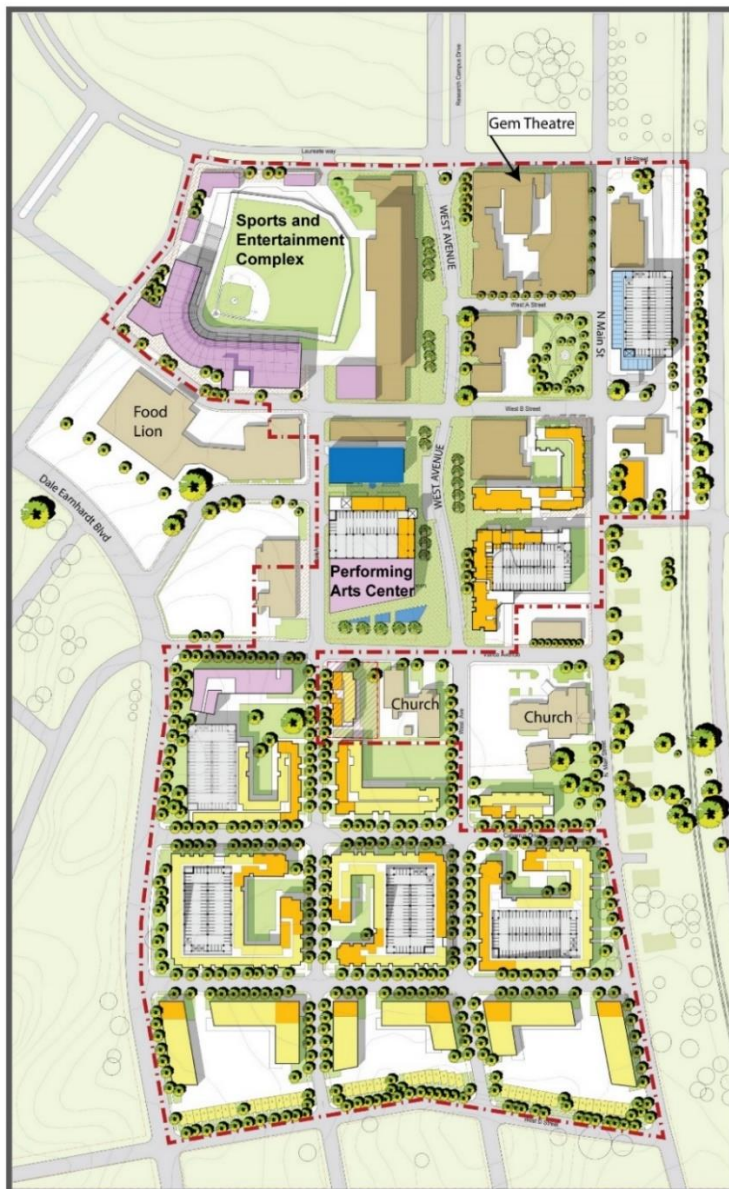
Hotel: 115 rooms

These figures will need to be supplemented with development projections for the remaining portion of the Study Area in order to determine the total future parking supply that will be needed within the entire Study Area.

In June, 2016, the Kannapolis City Council approved a “Downtown Revitalization Master Plan” (see following page) for the area purchased by the City. The first phase of this plan calls for a mixture of approximately 270 multi-family units, 35,000 square feet of ground floor retail, 116 room hotel and a 500 space parking structure. Final approval of a development agreement between the City and

the developer selected to build this first phase is expected in December 2016, with construction expected to begin by early summer 2017. The City has also selected an architect for design and construction of a sports and entertainment venue in the downtown, to serve as the new location for the Kannapolis Intimidators Minor League Class A baseball team. Final design is anticipated to be completed by summer of 2017, with construction to begin by the end of 2017.

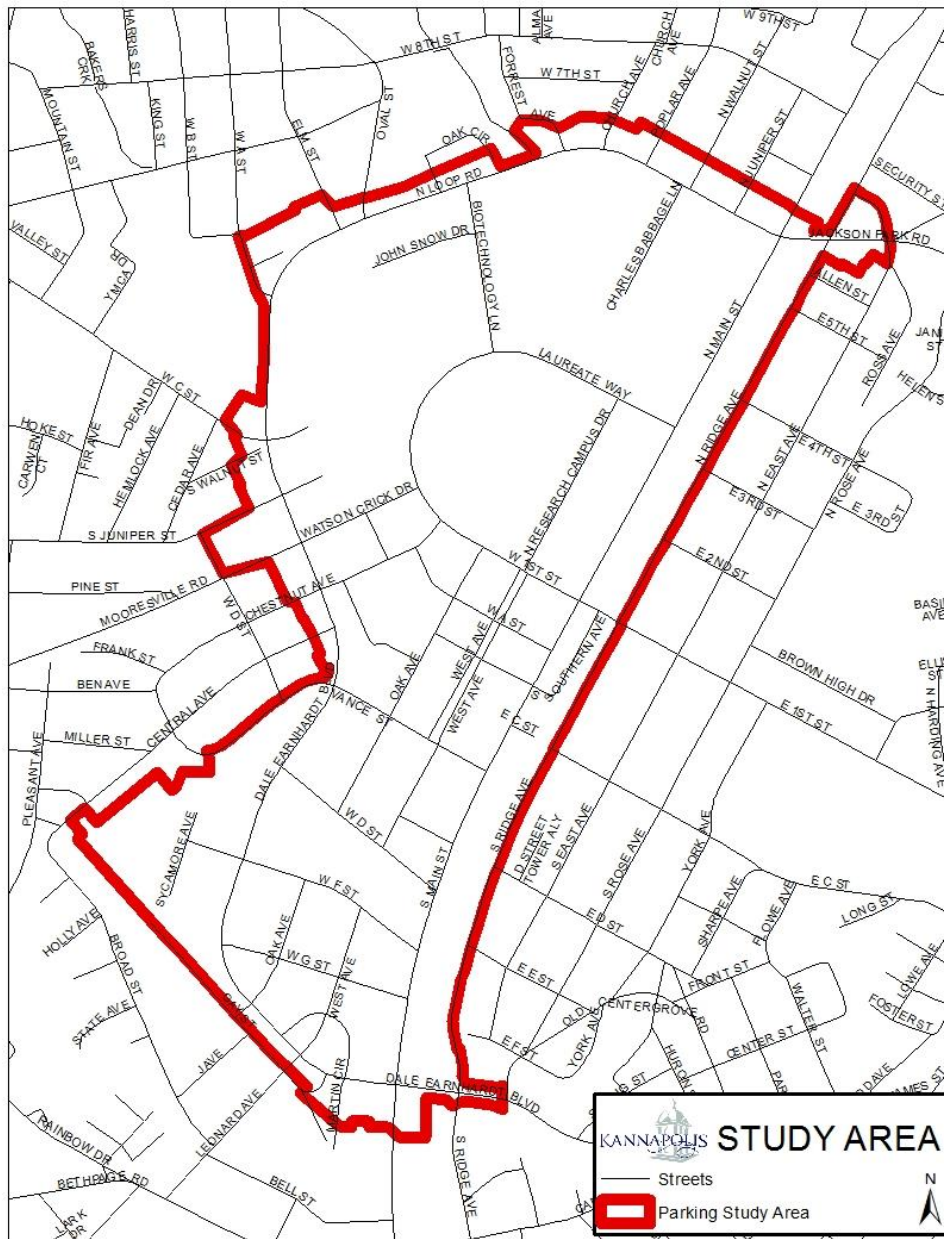
DOWNTOWN REVITALIZATION MASTER PLAN



4. Study Area

The Study Area for the DPMP Plan coincides with the area comprised by the “Center City Zoning District” and is more particularly bound by Loop Road, Dale Earnhardt Boulevard, and Main Street, as shown on the following page. The DPMP should also address development influences surrounding the Study Area, in order to assess their impact and influence on the downtown.

DOWNTOWN PARKING MANAGEMENT PLAN – STUDY AREA



Relevant Documents

The following documents should be referenced by the consultant in order to understand the planning context for preparation of the Downtown Parking Management Plan.

Outlined below is a list of adopted plans that have long-range planning implications for Kannapolis:

City Adopted Plans

- Downtown Revitalization Master Plan (2016)
- Downtown Streetscape and Infrastructure Plan (2017)*
- Capital Improvements Plan (2016)
- Parks and Recreation Master Plan (2015)
- Kannapolis Bicycle Plan (2014)
- Downtown Kannapolis Market Study (2014)
- City Branding Plan (2014)
- Kannapolis Bicycle Plan (2014)
- Kannapolis Economic Development Plan (2012)
- Center City Master Plan (2011)
- Walkable Community Plan (2007)
- 2015 Kannapolis Land Use Plan (2004)

* January estimated completion date

Plans Involving Other Agencies

- NCDOT Strategic Transportation Improvement Plan (STIP) (2016)
- CONNECT Our Future Regional Plan (2015)
- East Rowan Land Use Plan (2012)

5. Scope of Work

The following Scope of Work is intended to guide preparation of the Downtown Parking Management Plan for the City of Kannapolis. This Scope of Work is intended to identify the primary areas of study for the plan. The City expects that the Final Scope of Work for the plan will be modified to reflect suggestions by the consultant/team chosen to prepare the plan.

The Downtown Parking Management Plan should (at a minimum) include the following elements:

1. Inventory of existing parking (public and private) within the Study Area.

2. Development of future parking demand for projected 20 year development buildout scenario within the Study Area, including market forecast developed as part of the Downtown Revitalization Master Plan.
3. Calculation of “gap” between projected parking demand and existing parking supply.
4. Identify locations for future parking.
5. Recommended parking management strategies (i.e. public, private, and shared parking arrangements), and the organizational structure required to implement these strategies in the short (1-3 years), medium (4-7 years) and long (8 + years) range time frames.

All parking recommendations should be consistent with the City of Kannapolis Unified Development Ordinance (UDO).

A. Public Participation

At the outset of the planning process, the consultant will develop a public participation strategy with approximate dates, content, including the consultant and City staff responsibilities for the public participation activities described in this section. The strategy must describe how the consultant will reach out to downtown business owners, tenants and property owners. The parking plan, at a minimum, should include the following elements:

- Social Media
- Public Open House
- General Public Engagement
- Public Meetings

B. Kick-Off Meeting

A kickoff meeting will be held to obtain input on parking and access issues within the Study Area. This initial meeting will be held with City staff and downtown business and property owners. This will be an opportunity to educate the community on parking management strategies and best practices from other communities of similar size. It will also be an opportunity for community members to identify issues and challenges related to parking in downtown Kannapolis.

C. Social Media and Outreach

A social networking page, and/or other social media outlets should be considered as tools to connect people with information about the development of a parking plan. Outreach at events or locations with heavy foot traffic may also be considered to inform attendees/customers of the parking plan. Consultants should include various social media and outreach ideas as part of their proposals.

D. Resident and Visitor Parking Survey

The resident/visitor parking survey is intended to collect perceptions and attitudes with regard to accessing destinations and parking in downtown. The survey is expected to include a wide sample of local residents, including households outside of the downtown area and should identify how parking experiences positively or negatively affect residents' travel choices within downtown Kannapolis.

E. Draft Downtown Parking Plan and Public Presentation

An initial final draft of the parking plan will be presented at a regularly scheduled City Council meeting where the general public, residents and downtown stakeholders can view plan goals and recommendations.

F. Data Collection

The consultant will prepare a data collection methodology, including a timeline for implementing each data collection task, and specific strategic information where necessary, e.g. expected times during the day parking utilization counts will be conducted. City staff will review and approve the strategy.

G. Parking Space Inventory

The consultant will assemble a comprehensive GIS-based inventory of parking spaces and lots, utilizing existing data and collecting new data using on-site counts, viewing satellite imagery, approved site plans or other planning documents. The inventory should classify spaces by:

- Public/private
- Surface condition
- Time restricted
- Trip purpose restricted
- Accessibility (ADA or non-ADA)
- Any other significant attributes

H. Parking Utilization Surveys

The consultant will conduct parking utilization surveys of private and public lots. Permission from private property owners will need to be obtained for surveys on private lots. Counts will be conducted at multiple times on both weekdays and weekends and will show how many vehicles use parking spaces and for how long.

I. Parking Turnover Studies & Loading Zone Utilization Surveys

Detailed turnover studies will be conducted where this level of data is expected to be useful. While parking utilization surveys count the raw number of cars in each lot, detailed turnover studies track individual space utilization, logging the times when motor vehicles park at and depart from each space. These surveys will determine utilization of loading zones throughout the day by delivery vehicles.

J. Future Parking Demand Scenarios

Using current parking supply-demand data and future land use scenarios, including build-out under current zoning, the consultant will prepare future parking demand scenarios for the study area.

K. Market Survey

Conduct market survey to determine experience of other municipalities with similar downtown redevelopment areas. Survey should address the following:

1. Rates for on street and off street parking
2. Technologies for revenue management
3. Examples of economic development policies that reference parking
4. Validation policies
5. Valet use of public spaces

L. Parking Supply, Management and Enforcement Recommendations

Taking into consideration the parking demand scenarios, goals established during the process, public and stakeholder input, collected data, market survey and professional judgment, the consultant will make recommendations on parking supply and management for study area.

Recommendations should address:

- Shared parking arrangements
- Need for, and potential locations of, additional lots or structures
- Pricing, and method of payment (including use of technology)
- Organizational structure to administer parking system
- Employee parking
- Loading zone supply and locations
- Legal parking restrictions (e.g. duration, use)
- Enforcement

M. UDO Parking Requirement Review & Recommended Changes

The consultant will conduct a review of parking requirements included in City's existing UDO for the Study Area and offer suggestions for amendments consistent with the overall DPMP recommendations.

N. Walkability & Bike Parking Recommendations

The consulting team should conduct a walkability assessment in the study area and make recommendations for improving the safety, comfort, aesthetic quality, and accessibility for persons with disabilities, of pedestrian facilities in the vicinity of parking lots and/or on street parking that are on a common walking route to destinations. The consultant will prepare recommendations on where bike parking may be needed in the downtown. This is not expected to be a detailed analysis, but should provide recommendations for both short-term and long-term (including covered) parking.

6. Coordination with City Staff

Oversight and guidance for preparation of the DPMP will be provided by Planning Department staff, in coordination with the Public Works Department and City Manager's office. Coordination with DFI, Lansing Melbourne Group (LMG), Land Design, Populous, Walker Group, Stewart and other groups working on the Downtown Revitalization Plan will be crucial to the outcome of the study.

7. Time Frame

The City anticipates the following timetable for completion of the Downtown Parking Management Plan, with key dates noted below. A final schedule will be adopted as part of the contract between the City and consultant chosen to prepare the plan.

Project Schedule:

Action	Date
RFQ Issued	November 4, 2016
RFQ Responses Due	November 28, 2016
Firms Short-listed	December 1, 2016
Firm Interviews	December 6-8, 2016
Selection of Firm	December 12, 2016
Contract Signed	January 8, 2017
Project Start	January 9, 2017
Project Completion (Plan Adoption by City Council)	June 30, 2017

8. Request for Clarification & Additional Information

Any request for clarification or additional information regarding this RFQ shall be submitted in writing and directed to:

Zachary D. Gordon, AICP
Planning Director
City of Kannapolis
401 Laureate Way
Kannapolis, NC 28081
Email: zgordon@kannapolisnc.gov

9. Submittal Format and Content

The Statement of Qualifications should be presented in the following general format:

- 1) ***Transmittal Letter:*** Designated contact person with address and telephone number.
- 2) ***Project Manager:*** Identify project manager and describe their experience related to this project. Provide client references for project similar in scope. Discuss the experience of this project manager with other members of the project team.
- 3) ***Project Team and Sub-Consultants:*** Identify other team members and any sub-consultants and their relative experience. Discuss the role of key team members. Specify the percentage and type of work that will be performed by each team member and any sub-consultants. This information will become part of the contract with the selected firm.
- 4) ***Firm Qualifications:*** Discuss the firm's work on projects similar in size and complexity. Quality assurance should be addressed. Indicate firm's history of meeting established schedules. In addition:
 - Lead consultant must have appropriate support staff for a project of this size and complexity; please identify the office size and number of staff and percentage of time to be devoted to project. Consultant should identify a team matrix of all personnel working on project, including office location and specialty.
 - Consultant should demonstrate experience on at least (3) similar projects, preferably within the past five (5) years.
 - Consultant shall discuss their experience and strategy with public engagement and outreach to the community during the project.
 - A concise narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings.
 - A summary of any suggested innovative approaches the City should consider for this effort.

- A timeline for the preparation and implementation of the tasks/activities being proposed per the **Scope of Work** detailed in this RFQ.

10. Evaluation of Statements of Qualifications

Responses submitted by consultant firms and/or teams will be evaluated based on the following criteria:

1. Experience of firm(s) with projects of a similar scope and scale;
2. Qualification and experience of the proposed team and location of team members;
3. Current workload and firm capacity;
4. Responsiveness to RFQ and quality of the submittal;
5. Proposed approach to project and schedule for completion;
6. Performance assessments and/or references on past work efforts;
7. Knowledge of City of Kannapolis and Cabarrus County;
8. Any other experience or criteria deemed applicable to the projects.

11. Short-List, Interviews and Selection

The City will review Qualification Statements and prepare a short list of candidates to interview. The short-listed firms will be notified by phone and/or email by December 1, 2016, with interviews scheduled for December 6-8, 2016. Notification may not be sent to firms not short-listed. After selection by the City, a final contract will be negotiated with the selected firm(s). It is anticipated that a final contract will be signed by no later than January 8, 2016.

12. Awarding of Contract

The City will select firms qualified to provide these services on the basis of demonstrated competence and qualifications, and thereafter seek to negotiate a contract for services at a fair and reasonable fee with the best qualified firm. Consideration will be given to only those responses received from firms who are properly licensed and experienced in the class of work proposed and who can refer to similar projects of comparable magnitude and scope that are current. The City also reserves the right to reject any and all offers and to waive informalities or technicalities as it may deem to be in its best interest.

13. Negotiating Offers

If a contract cannot be negotiated with the best qualified firm, negotiations with that firm shall be terminated and initiated with the next best qualified firm.

14. Submission Requirements

Firm(s) interested in being considered for this project should submit three (5) bound copies and one (1) electronic version via email or flash drive of their Statement of Qualifications by no later than **5:00 p.m. on November 28, 2016.**

15. Delivery of Proposals

Qualification Statements should be delivered to the attention of:

Zachary D. Gordon, AICP

Planning Director

City of Kannapolis

401 Laureate Way

Kannapolis, NC 28081

Email: zgordon@kannapolisnc.gov