

**TOWN OF MONCKS CORNER, SOUTH CAROLINA
MAIN STREET CONCEPTUAL MASTER PLAN CHARRETTE
REQUEST FOR PROPOSALS**

PURPOSE

Moncks Corner is town of just under 10,000 and serves as the county seat of Berkeley County. In late 2015 Moncks Corner was named a Main Street City, and one of the primary recommendations provided to us is to perform a downtown master plan – one that is highly visual and holistic in nature. In order to do this, the Town of Moncks Corner desires to hire a consultant to conduct a downtown vision planning charrette in order to understand its local and regional market position that will guide strategic expenditures in the public realm with a focus on economic development, stimulating tourism and strengthening its sense of community. Specifically, the Community Vision Plan Charrette will address the following:

- Develop conceptual design recommendations for the issues and opportunities in the downtown area. These issues and opportunities could include, but would not necessarily be limited to:
 - Revitalization of the Main Street area
 - Development of ideas for utilizing existing assets
 - Identify potential recreation and tourism attractions
 - Enhancement of properties and public areas
 - Design and planning vignettes for interested citizens
 - Gateways and corridor treatments leading to Main Street
 - Other design, planning and preservation issues as identified by the team and the Town of Moncks Corner
- Complete a broad study of the area’s resources to determine future directions.
- Identify which resources could be potential tourist and recreation attractions and develop goals and objectives.
- Develop a marketing and branding campaign, including a multi-use town logo, for the Town of Moncks Corner with messages for each of the internal and external markets. Implicit in this process would be the analysis and potential branding of a marketing identity for Moncks Corner.
- Develop a wayfinding signage system that will direct travelers to key sites and destinations within Main Street Moncks Corner and its environs.
- Develop an implementation strategy that would provide a clear, phased, and prioritized road map for accomplishing the recommendations of the charrette. The implementation strategy would also include documentation of potential funding sources and partners related to many of the key recommendations.
- Create a mission statement or covenant that embraces the spirit of the downtown area.
- OPTIONAL – The Town may choose to engage the winning firm in the following:
 - Conduct a market analysis to understand the market opportunities and challenges to help guide retail recruitment, retention, marketing and promotional activities of Main Street Moncks Corner, especially businesses that would support the tourism and recreation attractions.

PUBLIC ENGAGEMENT

The Town of Moncks Corner endeavors to have a thorough public engagement process as part of the process. In concert with the winning firm's direction, the Town of Moncks Corner desires an approach that will garner the best information from the most people possible. Meetings will be held with local citizens about their vision for the future and to record their knowledge of the area. Meetings will also be held with persons and agencies that are knowledgeable about natural resources in the area. This will ensure that the vision for the downtown's future is shared by participating citizens and not applied externally, or solely, from its leadership.

PROCESS AND PRODUCT

A final report will be the product of the Community Vision Plan Charrette. The deliverables will include, but not be limited to, the following:

Physical Design

- Develop conceptual design recommendations for the issues and opportunities in downtown Moncks Corner. These issues and opportunities could include, but would not necessarily be limited to:
 - Revitalization of the downtown
 - Identify potential tourism attractions
 - Enhancement of properties and public areas
 - Creation of a downtown overlay zone to guide design of new and refurbished buildings
 - Design and planning vignettes for interested citizens
 - Gateways and corridor treatments leading to Moncks Corner
 - Other design, planning and preservation issues as identified by the team and the Town of Moncks Corner

These conceptual designs could take the form of photographic renderings, 3-D models and hand drawings.

- Develop an overall analysis diagram and conceptual community master plan that identifies key opportunities ranging from, but not limited to, recreational opportunities, tourism possibilities, and gateways.
- All drawings and renderings would be included in the public presentation and final report.

Market Assessment (Optional)

- Conduct a market analysis to understand the market opportunities and challenges to help guide marketing and promotional activities of the Town of Moncks Corner, especially as they relate to recreation, tourism, and expected growth.
- Market analysis could include zip code surveys, trade area analysis, median household income research, general demographic analysis, etc.
- Summarize market analysis with target markets identified.
- Make a formal presentation of the market analysis findings and marketing campaign graphic design collateral at the conclusion of the charrette.

Marketing Campaign

- Develop a marketing campaign, complete with graphic design collateral, for the town with messages for each of the internal and external markets. The graphic identity system would include branding and marketing logos and taglines, marketing pieces (brochures, letterhead, etc.), advertisement pieces (thematic ads, image ideas, etc.), wayfinding or directional sign systems, as well as other graphic design ideas as time allows to capture the “essence of Moncks Corner”.
- Provide all design collateral to the Town of Moncks Corner in the Feasibility Study.

Wayfinding Signage System Plan

- Develop an interactive online map for the wayfinding system concept using Google maps.
- Identify key sites and destinations copy to feature on each sign.
- Prepare a document that outlines all conceptual system components, including conceptual designs for all signs, sign locations and sign copy for the wayfinding system.

Implementation

- Provide written documentation of all implementation recommendations.
- Provide a prioritized “to-do” list of recommendations in the form of a Feasibility Study.

PROPOSAL REQUIREMENTS

The Town of Moncks Corner will award the contract to the offeror whose proposal would be most advantageous to the town, considering the factors identified above.

Firms should provide the following information in their submittals:

- Lead firm name, address, email and additional contact information.
- Firm profile and staff resumes of those to be involved in the process.
- Subconsultant firms’ names, addresses, emails and additional contact information.
- Profiles and résumés from all subconsultants.
- Five project examples demonstrating community planning charrette experience, along with references for each project shown. At least two examples must include Market Analyses.
- Project approach narrative not to exceed six pages.
- Project fee and timeline, both with and without Market Analysis. Provide an anticipated start time after contract award and contract completion date.

Proposals (original and two copies) must be received not later than 4:00 p.m. on Friday, July 29, 2016.

Main Street RFP
Town of Moncks Corner
P.O. Box 700
Moncks Corner, SC 29461
Telephone: 843-719-7913

All inquiries concerning the above information should be submitted in writing by 4:00 p.m. on Friday, July 22, 2016 and directed to Douglas Polen by email at town.planner@twm-mc.com.

Written answers to all questions will be emailed to all parties submitting questions and to any parties requesting to be included on the question list.