



POSTED: 6/28/2021

## **Request for Proposals (RFP) for a Small Area Plan/Feasibility Study for future Employment Corridor**

### **Intro/Background**

The Town of Rolesville invites qualified economic development, engineering and planning firms to submit proposals to complete a small area plan to determine the feasibility for a future commercial/employment corridor south of U.S. 401 in Rolesville, NC.

Rolesville is a community of approximately 8,500, situated in the greater Research Triangle Region adjacent to Raleigh and Wake Forest, with a population of over 22,000 within a 3 mile radius. Rolesville is experiencing accelerated growth in a county that is consistently one of the fastest growing counties in North Carolina.

In alignment with the Town's 2020-2022 Strategic Plan, it is important that Rolesville target and reserve land for non-residential use, which may include retail centers, manufacturing/industrial facilities, business parks, and/or flex office space. Furthermore, it's incumbent upon the Town to commence preparing large tracts of land to attract non-residential development to these targeted areas.

Currently, Rolesville's tax base is predominantly residential and so there is a need and desire to diversify the town's tax base. In addition, the majority of the Town's residents work outside of town in the region, and the Town would like to create more job opportunities for current and future residents.

### **Study Area**

The planning area (see enclosed map) is large and consists of approximately 16 parcels, comprising about 1000 acres south of U.S. 401. The area runs along the proposed Fowler Road extension as identified in the Town's Community Transportation Plan (CTP), from Rte. 401's intersection with 401 Business to the existing Fowler Road/Rolesville Rd. intersection. A few parcels included are just north of U.S. 401. The area currently consists mostly of greenfield - vacant land, zoned low density residential (R-1) outside of Town limits, but within the Town's Extra Territorial Jurisdiction (ETJ).

A portion of the study area is identified in the 2017 Comprehensive Plan as a "Business Park", while some of the area is designated as "Mixed Use Neighborhood". The recently adopted CTP also highlights this area as Employment Center and Mixed Use, respectively; and lists the Fowler Road Extension project as a mid-term priority (10-20 years).

- Rolesville's 2017 Comprehensive Plan is found here:  
<https://www.rolesvillenc.gov/planning/adopted-plans>



- Rolesville’s 2021 Community Transportation Plan is found here:  
<https://www.rolesvillenc.gov/planning/whats-new-plans-progress>

## Plan Elements

The plan should include the following:

- Engagement of impacted property owners/stakeholders, incorporating their input into the plan
- Participation of Wake County Economic Development
- Review of existing site conditions, needs and restraints
  - Infrastructure - Power/Utilities/Broadband
  - Zoning/Rezoning
  - Transportation and Access
  - Land Assemblage
- Environmental impact assessment and considerations
- Market analysis to determine the market for industrial, commercial, and/or a mix of uses, (highest and best use analysis)
- Recommendations for future use, pros/cons of different non-residential uses
- A Data-driven Roadmap, including implementation strategies and cost estimates, to transition this predominantly residential area into one that can support commercial and industrial development

The Town will use this small area plan to identify suitable land for development; inform its decision-making process regarding negotiating with landowners, investing in due diligence/site preparation (such as through the state’s Certified Sites Program), and to proceed with eventual marketing of such site(s).

Interested firms and consultants should have significant expertise and abilities in corridor studies, transportation, planning, economic development, market analyses and feasibility studies.

Firms submitting proposals for this work will be evaluated based on specific criteria. Minimum qualifications include:

- Firm’s familiarity and knowledge of Rolesville, Wake County and the greater Raleigh-Durham area;
- The Firm’s experience with work on similar plans/studies and the cost of those projects;
- Firm’s understanding of project objectives and desired outcomes;
- Ability to meet deadlines;
- The experience of the firm’s proposed staff to perform the type of work required.



All submittals are limited to no more than ten (10) pages – does not include cover/back inserts. Three (3) hard copies and one (1) electronic PDF copy of the proposal is requested. The proposal should include the following information:

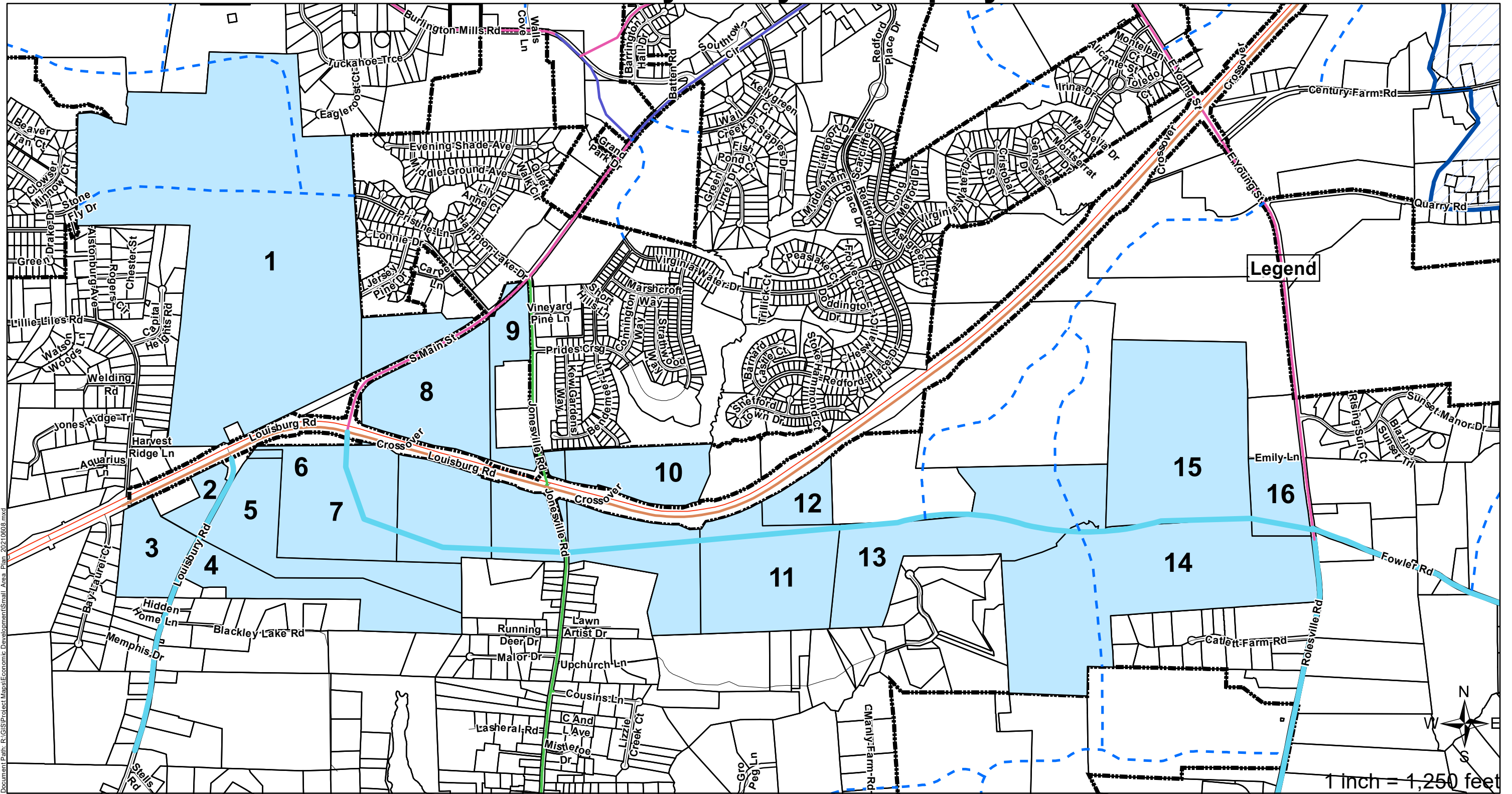
- A brief synopsis of the firm's previous experience, highlighting no more than three (3) past projects, that is focused on the type of work to be undertaken on this project. This should be limited to projects performed with the past seven (7) years.
- A brief description of the firm's approach to performing the proposed project.
- Identify the proposed personnel/sub consultants to be assigned to this project by discipline, their qualifications and experience as related to this work, and their availability date on this project.
- Billing rates for proposed personnel to be used on this project.
- Organizational chart indicating personnel to be assigned to this project by discipline.
- Resumes of key personnel that are proposed to be assigned to the work.
- Key deliverables of the proposed project referring to the Plan Elements

The deadline for the proposal submittal is **5:00 pm on Monday, July 19, 2021. Submittals should be submitted to:**

Mical McFarland  
Community and Economic Development Manager  
ATTN: Small Area Plan and Feasibility Study  
502 Southtown Circle  
Rolesville, NC 27571

Questions concerning this project or the submittal process should be directed to Mical McFarland at e-mail: [mical.mcfarland@rolesville.nc.gov](mailto:mical.mcfarland@rolesville.nc.gov)

# Small Area Plan/Feasibility Study for Employment Corridor



Document Path: R:\GIS\Project Maps\Economic Development\Small Area Plan\_20210608.mxd



FID	PIN_NUM	OWNER	FID	PIN_NUM	OWNER
1	1758067247	RONALD GAY REVOCABLE TRUST CALDWELL, GINGER ANN GAY	9	1758430100	SCARBORO, EDWARD W JR SCARBORO, SPENCER P
2	1748928776	AVERETTE, SONYA M WATSON, MARLA M	10	1758527755	SCARBORO, EDWARD W JR SCARBORO, SPENCER P
3	1748922028	KELBAUGH, MITZI M SWANEY, CHARLENE M	11	1758712719	SCARBORO, EDWARD W JR SCARBORO, SPENCER P
4	1758114564	LUCAS, DENISE M SWANEY, CHARLENE M	12	1758726794	QUAD TRI LLC OLIVE, MARTHA L
5	1758027535	AVERETTE, SONYA M WATSON, MARLA M	13	1758928330	LILES FAMILY LLC
6	1758037335	NEUSE BAPTIST CHURCH INC	14	1768216907	WALL, JOSEPH E GUNZ, BETTY R
7	1758126725	NEUSE BAPTIST CHURCH INC	15	1768236815	SELF, LINDA ESTELLE MERRITT MERRITT, JAMES FRANCIS
8	1758238570	ALEXANDER FAMILY INVESTMENTS LLC ALEXANDER, ROBERT ARTHUR	16	1768328863	GUNZ, BETTY R TEXWEST LLC