



Request for Proposals Small Area Plan for Gateway 401

Issued: September 4, 2026

Proposals Due: Tuesday, September 29 at 5:00 pm ET

Description

The Town of Rolesville invites qualified planning, engineering, and economic development firms to submit proposals for a small area plan for a future commercial/employment corridor at the intersection of U.S. 401 and South Main Street in Rolesville, NC. This area is informally referred to as “Gateway 401” as it is the main entrance into Rolesville from Raleigh.

Background

Rolesville is a community of approximately 13,000, situated in the greater Research Triangle Region adjacent to Raleigh and Wake Forest, with a population of over 35,000 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 2024-2029 Strategic Plan, it is important that Rolesville identifies land for non-residential use, which may include retail centers, light manufacturing/industrial facilities, business parks, medical, professional 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.

Rolesville’s tax base is predominantly residential and 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 seeks to create more job opportunities for current and future residents.

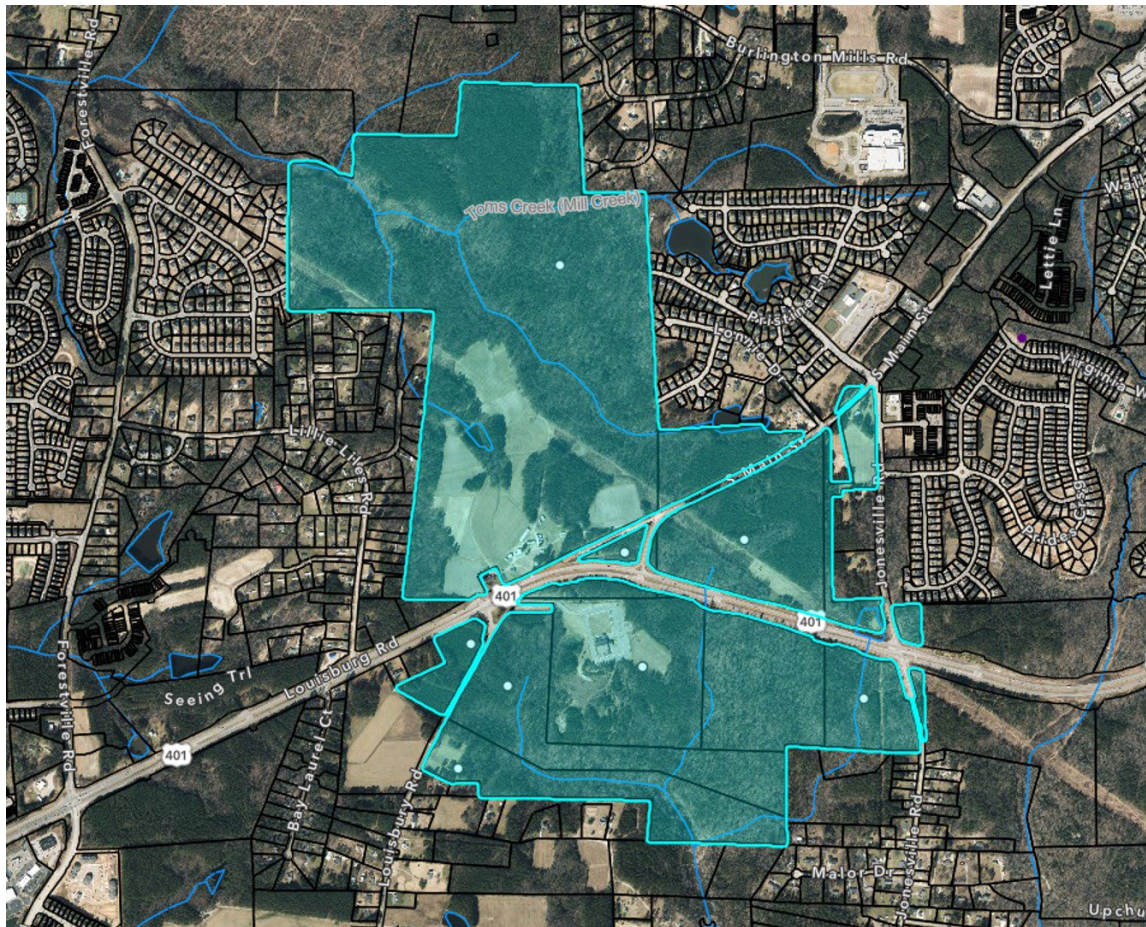
Planning Area

The planning area (see image below) consists of approximately 9 parcels, comprising about 500 acres at the junction of U.S. 401 and South Main Street. The area currently consists mostly of greenfield - vacant land or farmland, zoned low density residential (R-L) outside of Town limits, but within the Town’s Extra Territorial Jurisdiction (ETJ).

The study area is designated in the 2025 Comprehensive Plan Future Land Use Map as “Business and Innovation Corridor”. Per the Comp Plan, “The 401 Gateway will serve as a key employment opportunity for economic development, providing jobs and tax base balancing.”

The 2021 Community Transportation Plan outlines a new thoroughfare in this area as well, the Fowler Road Extension, as a mid-term priority (10-20 years).

For reference, Rolesville’s 2025 Comprehensive Plan and 2021 Community Transportation Plan are found here: <https://www.rolesvillenc.gov/adopted-policy-plans>



Scope of Services - Plan Elements

The planning process and plan should include the following:

- Establishing a data-driven, common vision for the Gateway 401 parcels, the Business and Innovation Corridor.
- Engagement of property owners/stakeholders within the plan area
- Review of existing site conditions, needs and restraints - Infrastructure and Utilities; Transportation and Access; Land Assemblage; Environmental considerations.
- A market analysis to determine the market for industrial, commercial, and/or a mix of uses, (highest and best use analysis).

- Futuristic renderings of the Business and Innovation Corridor.
- A roadmap or strategy for the Town Board and staff to begin attracting developers to the area. The Town will use this small area plan to communicate a vision, or blueprint, to potential developers.

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

Proposal Format

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:

1. **Introductory Letter** to include:
 - a. Company name, address, telephone number, and website.
 - b. Name, title, email address, and telephone number of the primary contact person(s).
2. **Qualifications and Experience** to include:
 - a. A brief synopsis of the firm's previous experience, highlighting no more than three (3) past projects with local government, that focuses on the type of work to be undertaken on this project. This should be limited to projects carried out over the past seven (7) years.
3. **Company Information** to include:
 - a. 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.
 - b. Organizational chart indicating personnel to be assigned to this project by discipline.
 - c. Billing rates for proposed personnel to be used on this project.
 - d. Resumes of key personnel that are proposed to be assigned to the work.
4. **Key Deliverables – Plan Elements**
 - a. Elaborate on the Scope of Services - Plan Elements above describing the firm's approach to developing the small area plan.
5. **Cost Proposal and Timeline**
 - a. Break down the different aspects/phases of the plan and total cost estimate.
 - b. Provide a timeline for the project.

Selection Process

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 greater Raleigh-Durham area;
- The Firm's experience with work on similar plans/studies;
- 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.

Town Staff will review all submitted proposals. The top-ranking firms may be invited to participate in an in-person interview.

Timeline and Submission

RFP Issuance	September 4
Deadline for Clarification Questions	September 14, by 5:00 pm
Response to Questions Issued	September 18
Submittal Due Date and Time	September 29, by 5:00 pm
In-Person Interviews	October/November TBD

The deadline for proposal submittals is **5:00 pm on Tuesday, September 29, 2026.**

Proposals should be submitted to:

Mical McFarland
Economic Development Manager
ATTN: Gateway 401 Small Area Plan
502 Southtown Circle
Rolesville, NC 27571

Questions concerning this project or the submittal process should be directed to Mical McFarland at e-mail: mmcfarland@rolesvillenc.gov

General Requirements

- This solicitation and any subsequent contract shall be awarded consistent with and governed by the laws of the State of North Carolina.
- Proposals submitted shall not be subject to public inspection until a contract is awarded.
- The Town reserves the right to reject any or all proposals and to waive any informalities as may be permitted by law.
- The Town reserves the right to request oral interviews or request additional information from any or all vendors.
- The Town reserves the right to award a contract based on proposals received without further discussion or negotiation.
- All proposals shall be signed by an authorized officer or employee of the submitting organization. The name of the company, contact person, telephone number, fax number, and address shall be included.
- The RFP does not commit the Town to award, nor does it commit the Town to pay any cost incurred in the submission of a proposal, or in making necessary studies or designs for the preparation thereof, to procure or contract for service or supplies. Further, no reimbursable cost may be incurred in anticipation of a contract or award.